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# CENTRAL BUSINESS DISTRICT STUDY

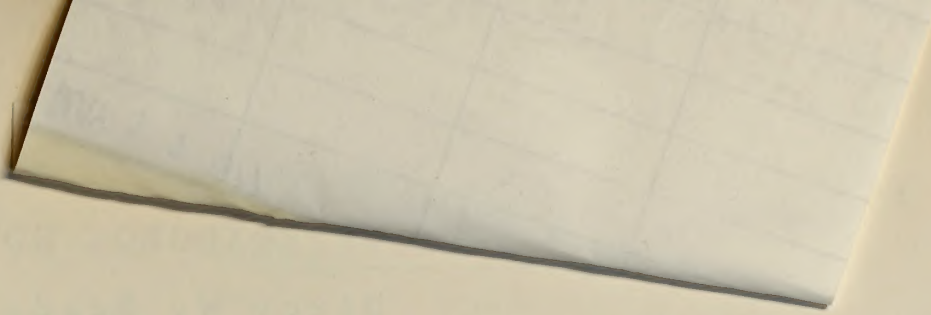
## ROXBORO, NORTH CAROLINA





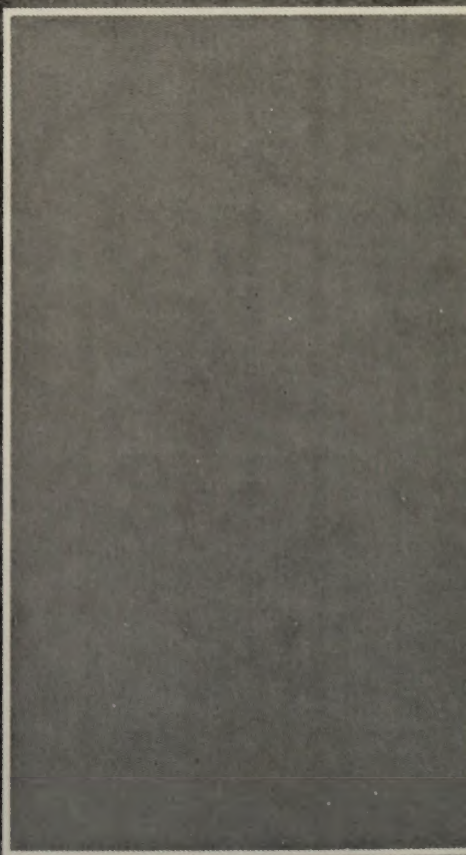






# CENTRAL BUSINESS DISTRICT STUDY

## ROXBORO, NORTH CAROLINA



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INTRODUCTION

1



## INTRODUCTION

This report presents a Preliminary Plan for the future development of Roxboro's downtown area. In Roxboro, as in nearly every city and town across the nation, the problems of deterioration in the downtown areas are a matter of growing concern. The core area is one of the oldest parts of the City and is located at the intersection of its major streets. These conditions have created traffic congestion and inadequate parking facilities that discourage customers. The old buildings have deteriorated from ordinary aging and improper maintenance.

In contrast new retail facilities are being built throughout North Carolina in the form of shopping centers. These are easily accessible with plenty of parking spaces. The buildings are new with attractive store fronts and well lighted interiors. Store signs are controlled and related to each other and to the building size. And, in most of the larger shopping centers there are landscaped areas with trees, flowers, fountains and sculpture.

This study will analyze Roxboro's downtown area to determine its most serious problems and propose a preliminary development plan to improve these conditions. Traffic circulation, on-street and off-street parking and the relationship of major land uses will be evaluated. Basic goals to improve the downtown will be formulated, a plan will be proposed and recommendations will be made for implementing improvements.

INTRODUCTION

The report presents a preliminary plan for the location and development of a new industrial area in the vicinity of the town of ... The plan is based on a study of the local conditions and resources. It is intended to provide a basis for the preparation of a detailed plan and for the implementation of the project.

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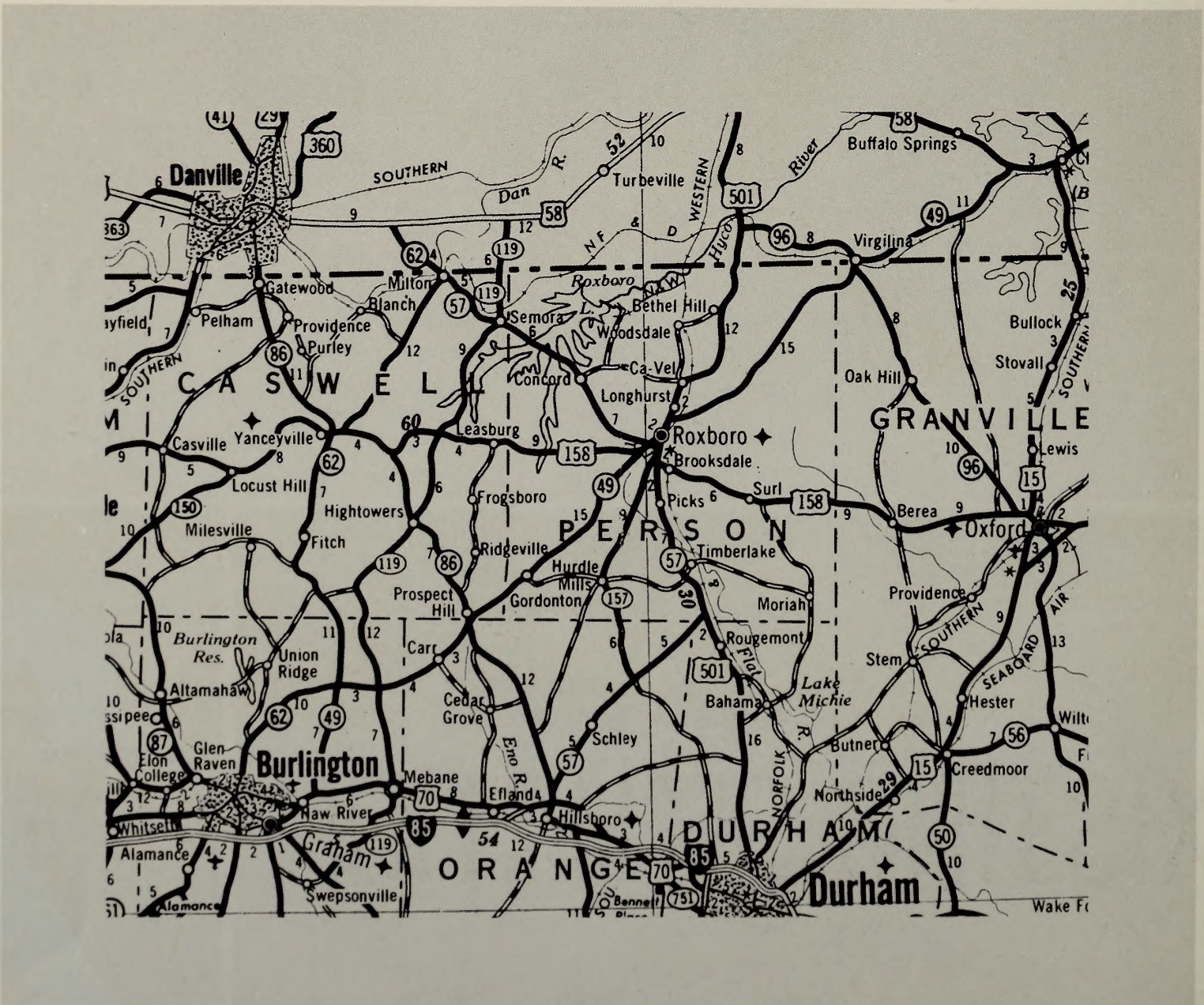
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EXISTING SITUATION

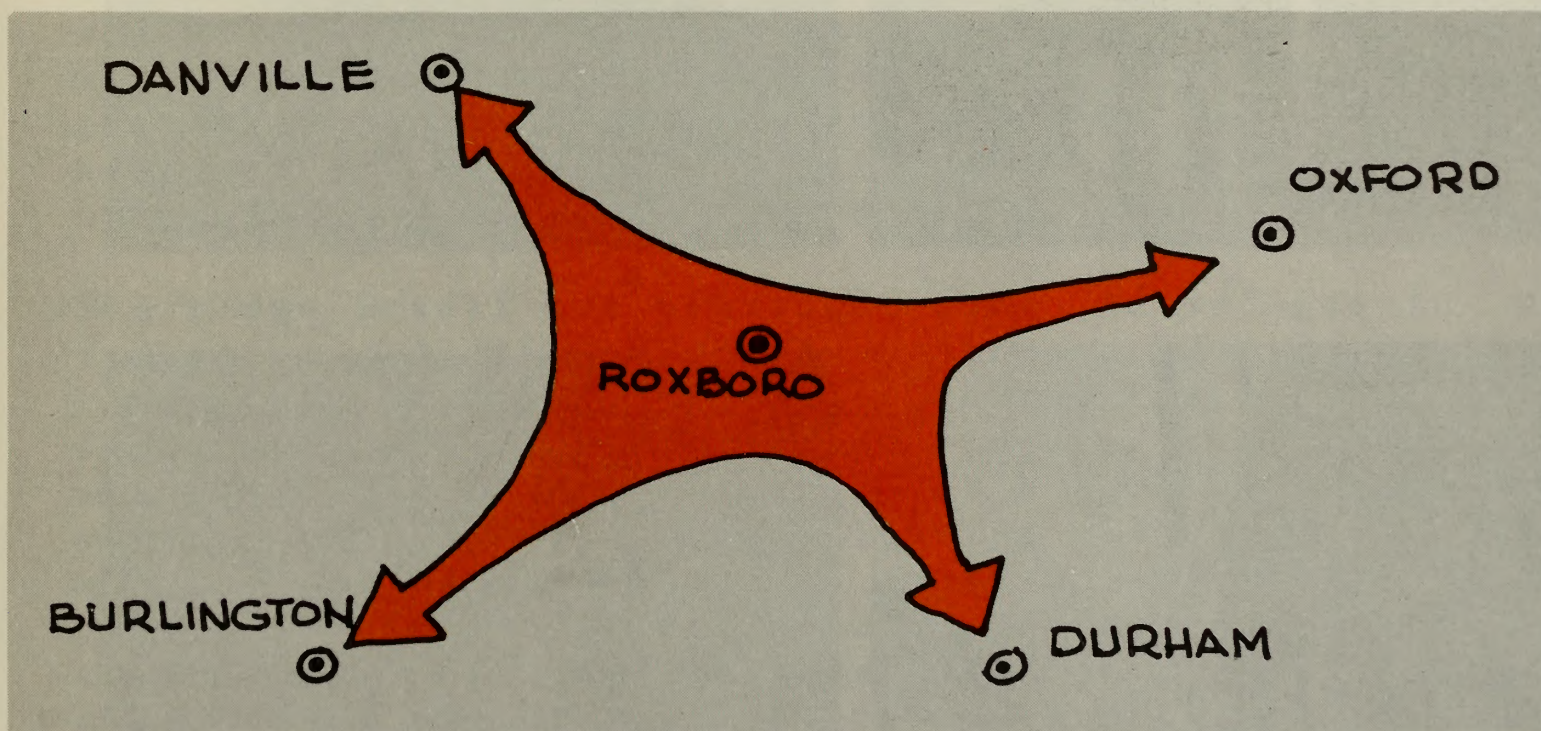
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## REGIONAL SETTING

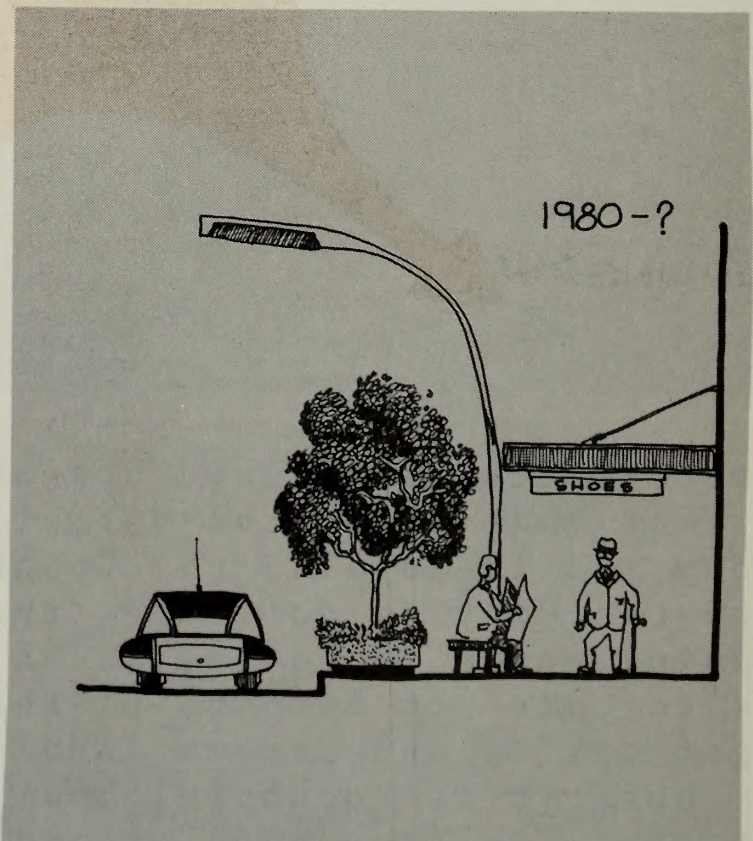
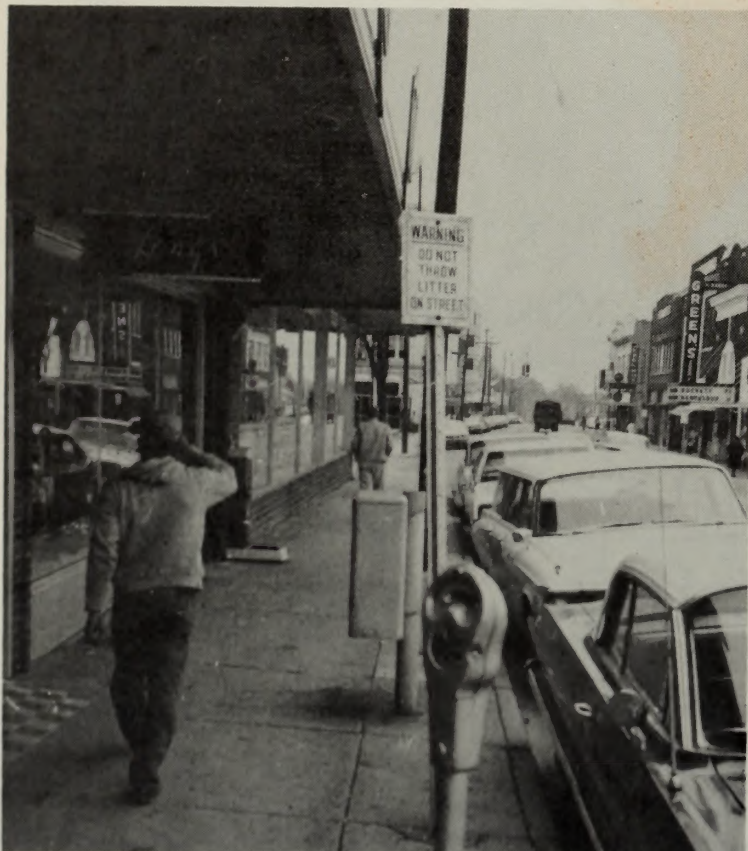
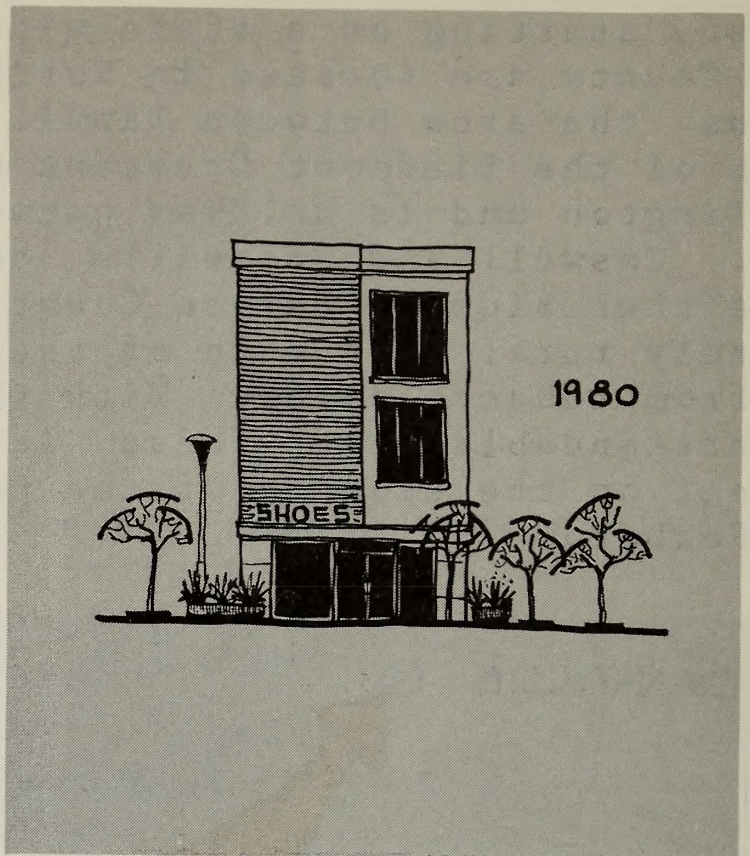
Considering Roxboro's downtown or retail core in terms of a regional shopping area, it is necessary to look at the influencing factors within the same region.



First, starting on a state-wide basis, Roxboro and Person County are located in Northern North Carolina which means the area between Danville, Virginia and the top part of the Piedmont Crescent which contains Durham and Burlington and is halfway between Reidsville and Henderson. Caswell and Granville counties which are located on either side of Person County are like Person, predominately rural with much of the local income being derived from tobacco sales. With this the situation, it is understandable that these larger cities would have an effect on the economy of the people, business, and growth of Roxboro.



Roxboro's financial good health is due in large part to the fact that it is the only town of any size within the County and it is also the County seat. This fact has allowed the City to dominate the County for most of the shopping needs. To date, it is more convenient for shoppers to come to Roxboro to shop than go to some of the larger cities and become involved with the heavier traffic, but it is doubtful how long this situation will continue. As time goes on and new generations become of age, distance will begin to mean less and less as a consideration of selecting shopping places. The quality and variety of the merchandise will be the deciding factor. It is necessary then, that Roxboro must begin to provide the background and basic needs which will insure future growth.



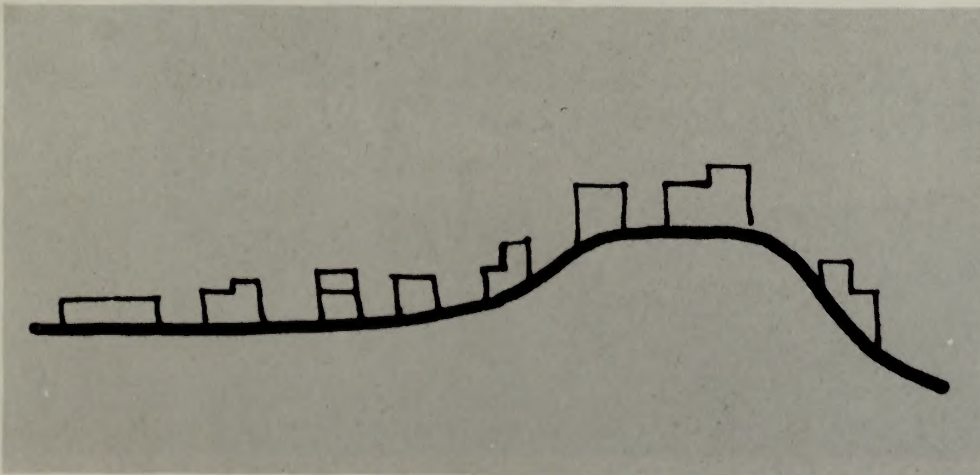
Within the next twenty years, Roxboro's downtown has the choice of staying the way it is today, or possibly going downhill, or of starting today to plan and work to maintain its place as a regional shopping area.



## SITE CHARACTERISTICS

Roxboro's Central Business District physical development has been influenced to a great extent by the ridge on which it was originally built. The ridge, which runs North and South, drops off sharply to the east which has somewhat limited development in this direction. The slope to the west is more gradual and consequently development has moved in this direction more rapidly.

The ridge itself has provided some advantages in many respects and disadvantages in others. In the past, the ridge has probably kept the Central Business District from developing to some extent because of the change in elevation and the difficulties this presents in building construction, back to front loading and servicing, too many steps for customers to walk up and the inaccessibility of shops not located on Main Street or around the courthouse. This same feature which in the past has been a disadvantage may well prove to be an asset for future growth and development. The fact that the core area has not spread out over a large area means that plans for revitalization can be concentrated into a fairly tight area and will have direct benefits to many more people.

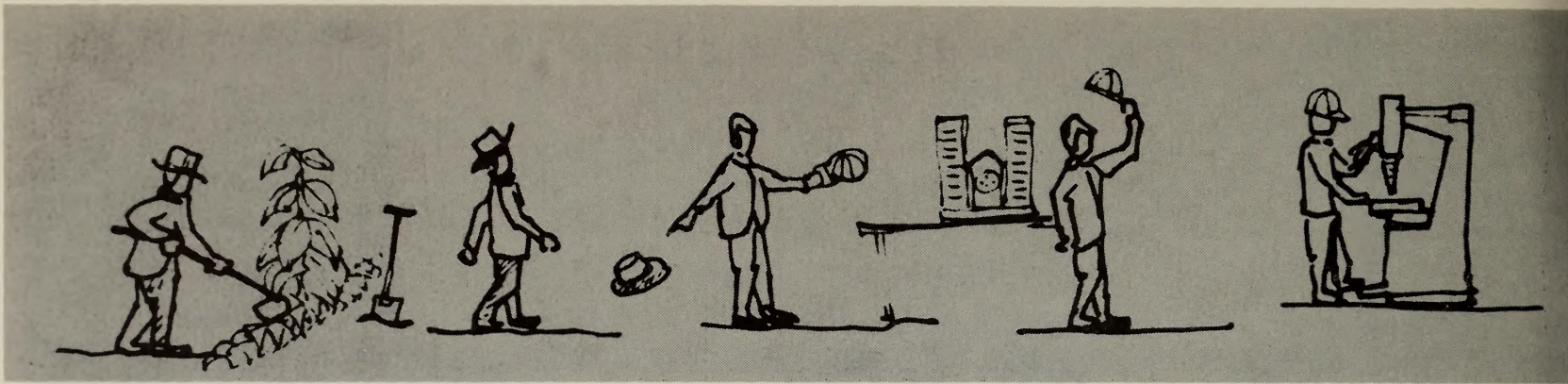


In later years other barriers developed on the edge of the core area to further define its boundaries. The lumber yard which is located on the eastern side halts any potential growth in that direction while Madison Boulevard acts as a barrier on the western side. Only recently has some retail business begun to locate across this thoroughfare. To the North and South the barriers are not as well defined. The retail core was contained (very well) by the Methodist Church to the North and by the Baptist Church to the South for many years. The churches acted as a buffer between the commercial core and the residential neighborhoods. It is very desirable to maintain this situation as long as possible even though the Post Office and the Roxboro Savings and Loan Building have already jumped this logical stopping place. It is extremely important that this spreading be stopped if the core area is to appeal to customers from the pedestrian point of view. It must be densely developed and not thinly spread out.





The areas which have been left vacant or used for employee parking behind the existing building may be the key to a new core area. The slope of the land to the east could prove to be the one natural feature that the City can capitalize on in order to develop new space for stores, shops, pedestrian walkways or parking spaces.



## ECONOMY

To understand the potentials of the downtown area it will be necessary to understand something of the economic situation of the County. The economy is at present and has for the past five years been going through a change in its basic income sources. In the past Roxboro developed as a service center to a tobacco growing area, but this is no longer the situation. While tobacco sales still are predominant in this sector, with sales of more than ten million dollars, they are expected to provide employment for fewer and fewer workers. Farm and agricultural oriented activities still provide work for one-fifth of the County's labor force, but manufacturing centered in the Roxboro area provides the source of livelihood for more of the County's population than does agriculture. It also provides a much greater income per worker than does agriculture and accordingly has a far more significant impact on the local economy, with textiles being the dominant industry.

The Roxboro area is establishing a broader base for its future economy and the results can already be seen from the figures shown here.

RETAIL SALES FOR PERSON COUNTY AND ROXBORO

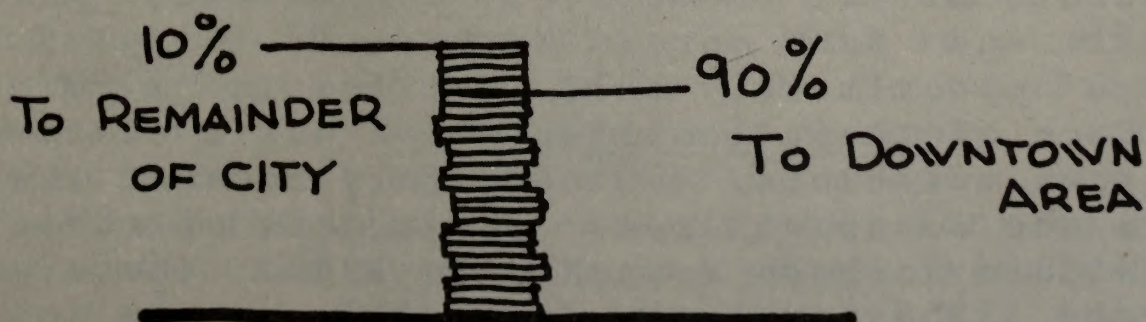
	1954	1958	% Change	1963	% Change
<b>Person County</b>					
No. of Establishments	247	257	+ 4.0	280	+ 8.9
Sales (\$000)	\$15,571	\$18,233	+17.1	\$23,965	+31.4
Payroll (\$000)	\$ 1,289	\$ 1,561	+21.1	\$ 2,303	+47.5
No. of Employees	664	770	+16.0	822	+ 6.8
<b>Roxboro</b>					
No. of Establishments	179	117	-34.6	202	+72.6
Sales (\$000)	\$13,644	\$14,631	+ 7.2	\$21,470	+46.7
Payroll (\$000)	\$ 1,217	\$ 1,401	+15.1	\$ 2,165	+54.5
No. of Employees	608	688	+13.2	772	+12.2
<b>Remainder of County</b>					
No. of Establishments	68	38	-44.1	78	+79.5
Sales (\$000)	\$ 1,927	\$ 3,602	+81.3	\$ 2,495	-30.7
Payroll (\$000)	\$ 72	\$ 160	+122.2	\$ 138	-13.8
No. of Employees	56	82	+ 46.4	50	-39.0

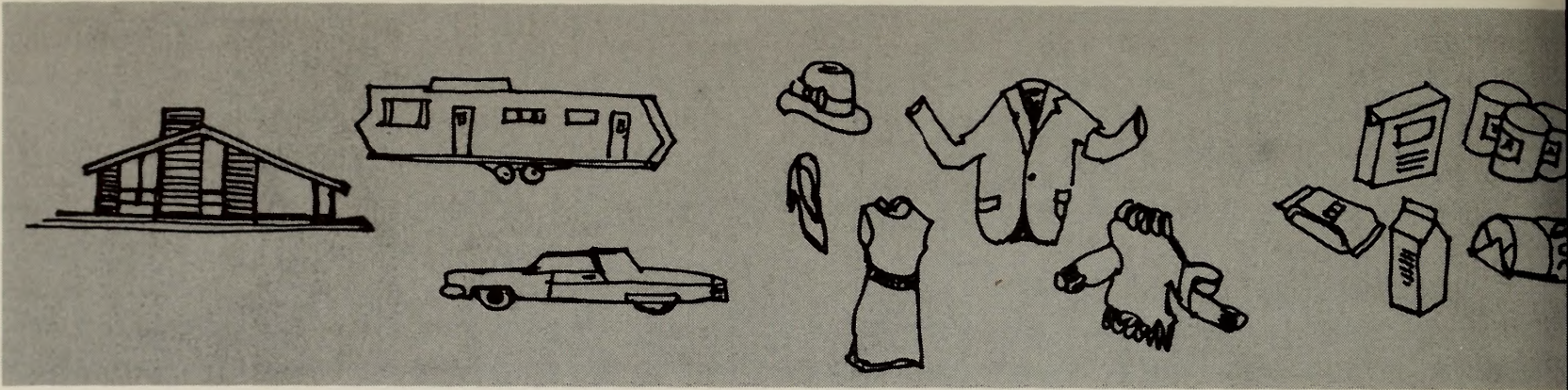
The amount of retail sales was double the amount of available income within Roxboro, which indicates that Roxboro as a shopping area is not only keeping all of its available income, but also getting an equal amount from the remainder of the County.

These income figures are for Roxboro as a whole and not just the downtown area. At present it is estimated that well over 90% of the retail trade occurs within the core area. As shopping centers and retail establishments are developed on Madison Boulevard it will be difficult for the downtown area to maintain this high percentage.

1958 RETAIL SALES RELATIVE TO TOTAL 1959 INCOME

	<u>Person County</u>	<u>Roxboro</u>
1959 Personal Income	\$24,883,768	\$7,310,080
1958 Retail Sales	18,233,000	14,631,000
Retail Sales as a % of Income	73.3%	199.8%
Expected Sales if State RS/Inc. Ratio is Applied to Area Inc.	16,741,799	4,925,623
Difference - Actual from Expected	<u>+1,491,201</u>	<u>+9,705,377</u>
Expected Sales if U.S. RS/Inc. Ratio is Applied to Area Inc.	14,947,679	4,397,728
Difference - Actual from Expected	+3,285,321	+10,233,272





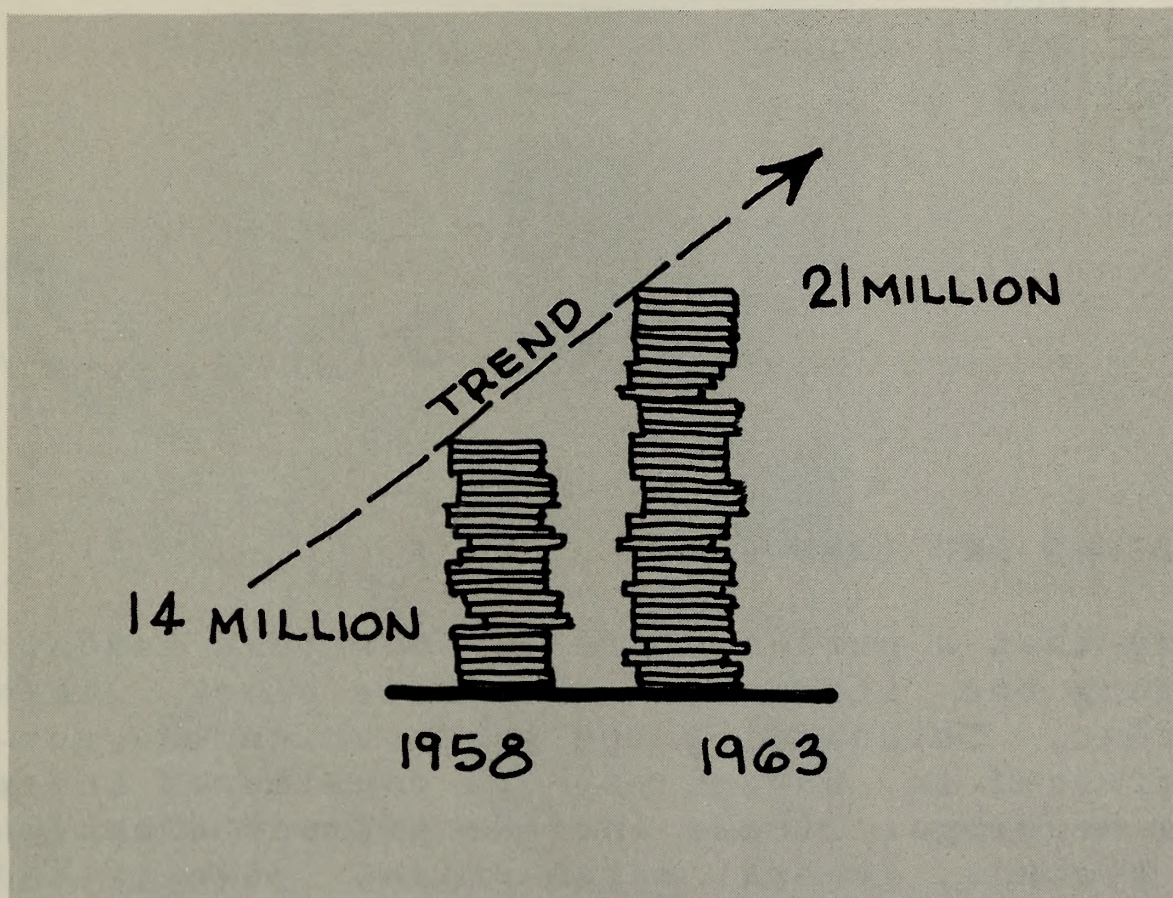
## DOWNTOWN - RETAIL SALES

The money which each family or worker earns is spent in purchasing the necessities of living such as food, clothing, housing and transportation. And, in addition, such other luxuries as each family can afford. And it is these necessities and luxuries that businessmen or merchants in downtown stores provide for their customers.

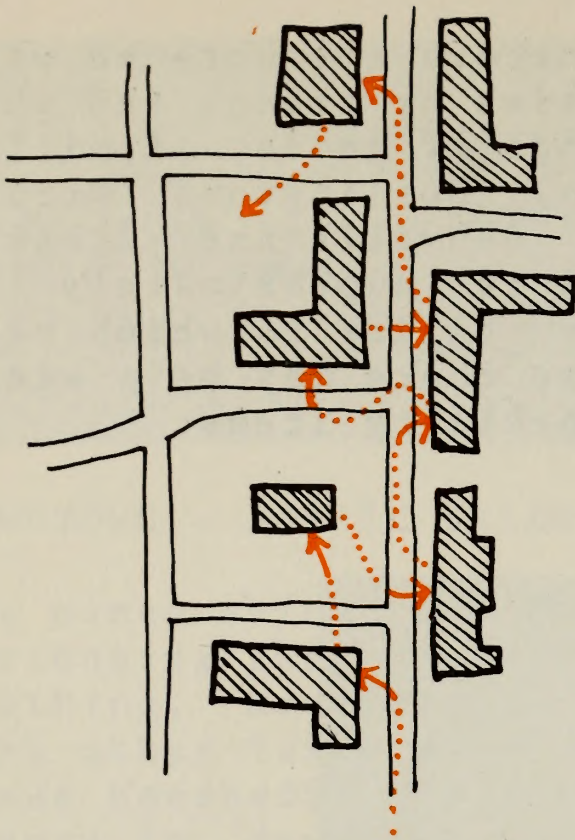
Businessmen in downtown Roxboro sell goods not only to those persons living within the city limits, but also to people living within the surrounding rural areas. And the amount of commercial activity or trade which will take place downtown is directly related to the number of people who live within Roxboro's trading area, their income, the number of competitive commercial centers and the efforts which local businessmen make to attract business. When either of these increase or decrease it will effect the amount of commercial activity which will take place downtown.

Assuming that people will usually trade in the largest place that is easily accessible to them, outlines a trading area for Roxboro which covers approximately all of Person County and includes such communities as Longhurst, Hurdle Mills, Somerset, Timberlake, Woodsdale, Bethel Hill and many more. Within the City of Roxboro there were approximately 1470 families in 1960 or 5147 people. Each of these families was a basic customer unit for downtown merchants. And certainly because they lived closer to the downtown area, spent more of their income there. Within Roxboro Township in 1960, there were approximately 3556 families or 12,447 people and within Person County 7541 families or 26,394 persons.

The farther a person lives from Roxboro the more he will be attracted to trade in other cities or areas. And when shopping for certain special kinds of goods, families often make trips to larger cities. Burlington, Durham and Oxford in North Carolina and Danville and Clarksville in Virginia each of which is approximately 30 miles from Roxboro are the larger cities to which persons are attracted to shop because there may be a wider selection of shopping goods and specialty items.



The volume of retail sales in Roxboro increased from approximately 14 million dollars in 1958 to 21 million in 1963 or 46 percent according to U.S. Census Statistics. As indicated in the Population and Economy report this was a continuation of an existing trend. The sales within each merchandising category has increased except for furniture and even this has very definitely dominated the County. Since the majority of all stores are located within the downtown area these sales may be attributed to this area.



## LAND USE

### DOWNTOWN FUNCTIONS AND LAND USE

The main reason that a person comes to Downtown Roxboro is to shop among the stores in the three block area along Main Street. Technically the goods which the customer is interested in buying may be considered under three separate headings. These include primary shopping goods such as clothes, general merchandise, jewelry and sporting goods; secondary goods such as automobiles, furniture and appliances; and convenience goods such as food, drugs and gasoline.

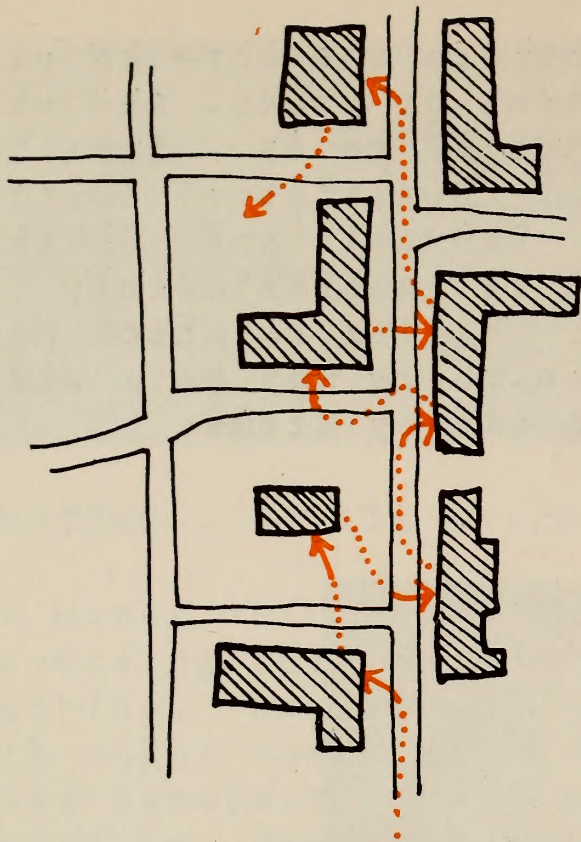
A map of existing land use is shown on the accompanying page and it locates these three different kinds of retail establishments as well as the other functions which are served downtown. City Hall and Person County Courthouse are the main land uses under the administrative category. A more detailed list of the kinds of establishments contained within each land use category is also shown.





**OXBORO, N. C.**  
**C B D**

- PRIMARY TRADE
- SECONDARY TRADE
- CONVENIENCE TRADE
- CONSUMER SERVICE



## LAND USE

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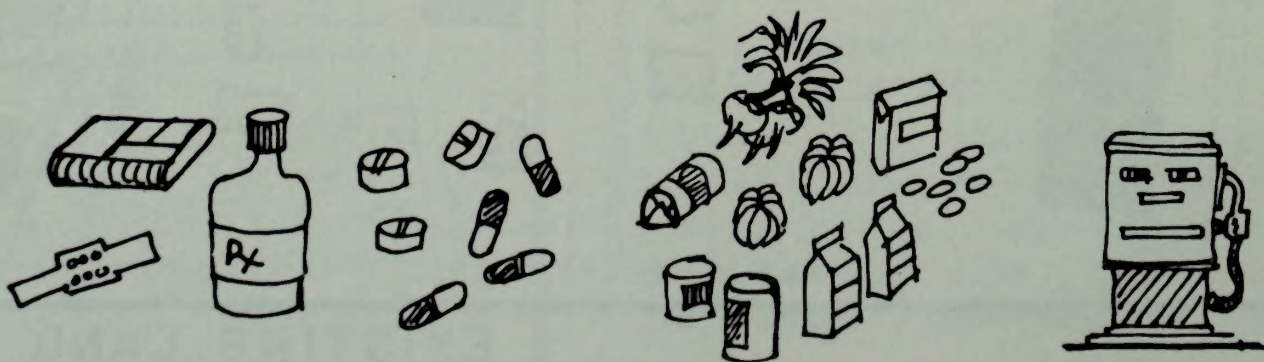
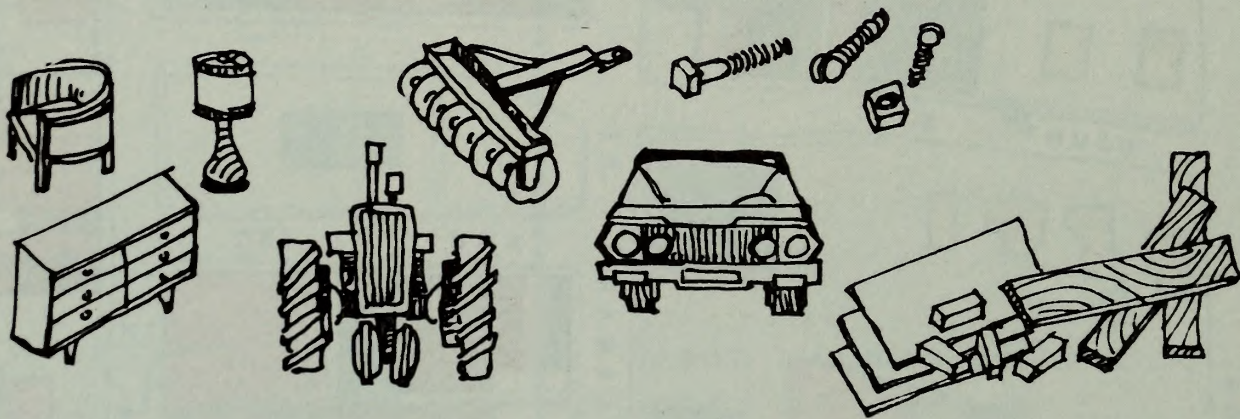
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ROXBORO, N. C.  
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EXISTING LAND USE

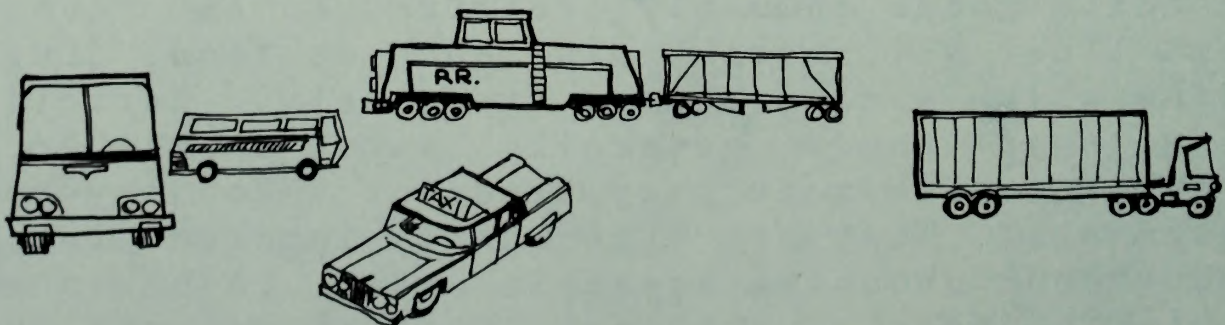
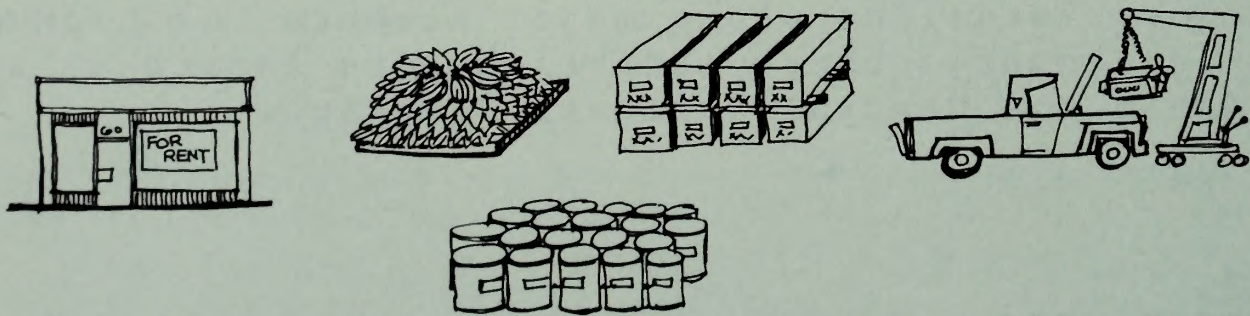
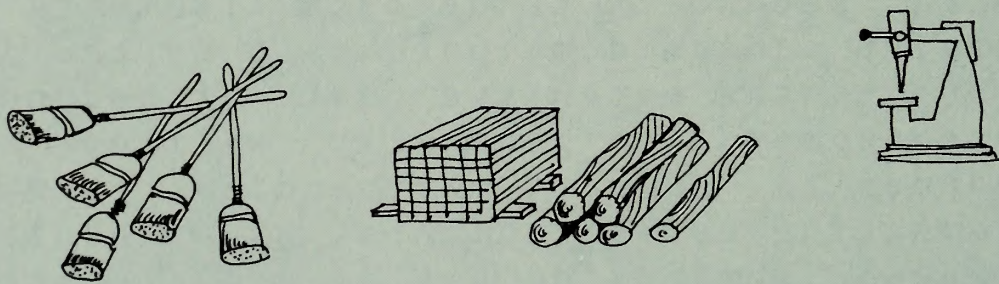
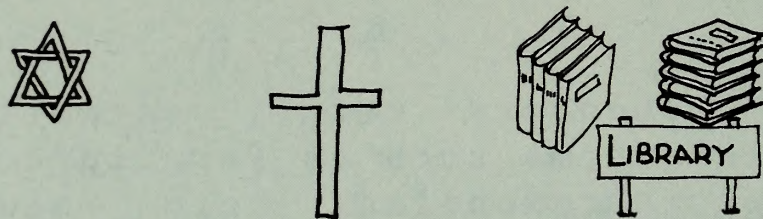
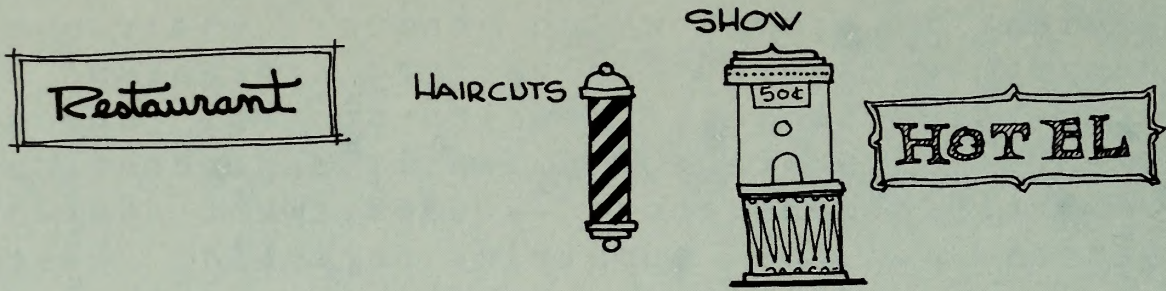
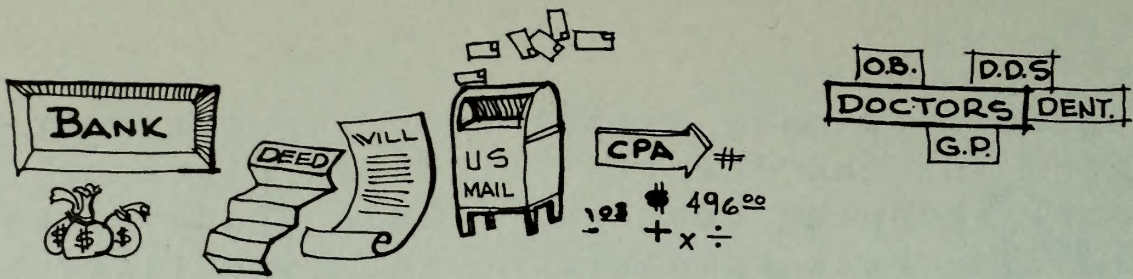
- |   |  |  |
|---|--|--|
|  PRIMARY TRADE      |  ADMINISTRATIVE, FINANCIAL, & ADVISORY |  MANUFACTURING & INDUSTRIAL SERVICES |
|  SECONDARY TRADE   |  SOCIAL & CULTURAL                    |  TRANSPORTATION                     |
|  CONVENIENCE TRADE |  WHOLESALE & STORAGE                  |  RESIDENTIAL                        |
|  CONSUMER SERVICES |  REPAIR                               |  VACANT BUILDING 1.5                |



PRIMARY RETAIL - Primary retail shopping areas are generally located in the Central Business District or in large regional shopping centers. These trade establishments sell low bulk comparison and specialty items. Primary retail establishments can be broken down into two categories: 1) stores which generate their own trade such as department stores and variety stores and 2) apparel shops, shoe stores, jewelry stores, and similar establishments which are economically dependent upon the pedestrian traffic generators -- department stores and variety stores -- for supplying potential customers.

SECONDARY RETAIL - Secondary retail establishments usually sell "high bulk" items such as furniture, appliances, home furnishings, automobiles, farm equipment, hardware, lumber, building materials and similar goods. Merchandise in secondary trade establishments is relatively expensive and seldom purchased by the individual customer. Due to the expensive cost of secondary trade goods, the customer is generally willing to travel longer distances to compare merchandise between widely separated competing establishments. As a result, secondary retail establishments do not have to locate in close proximity to each other; instead, they often locate at independent locations along major streets or highways. In many instances, these establishments locate in areas which adjoin the Central Business District.

CONVENIENCE RETAIL - Convenience retail establishments merchandise goods commonly referred to as "convenience goods." They sell merchandise such as food, drugs, and gasoline which are purchased frequently. Establishments selling these goods generally serve a smaller market area than do either primary trade or secondary trade establishments. They are frequently located in outlying neighborhood shopping areas in order to be as near as possible to their customers. Food stores and gasoline stations generally do not prosper in the intensively developed core of the Central Business District since they require locations with convenient access.



## ADMINISTRATIVE, FINANCIAL, AND ADVISORY SERVICES

Administrative, financial, and advisory services include offices or establishments performing either the management or administrative duties of government, business, and welfare agencies or providing monetary and professional services for the community. These include doctors' offices, lawyers' offices, accountants' offices, banks, the City Hall, the Post Office and similar uses.

CONSUMER SERVICES - Consumer services include establishments providing services to the person. Establishments such as restaurants, barber shops, theaters, pool halls, hotels, newspaper offices, telephone offices, and similar uses are included.

CULTURAL AND SOCIAL SERVICES - Cultural and social services in the Central Business District include churches, libraries, and similar uses.

INDUSTRIAL SERVICES AND MANUFACTURING - Industrial service and manufacturing activities include all establishments engaged in manufacturing processes and all related industrial services.

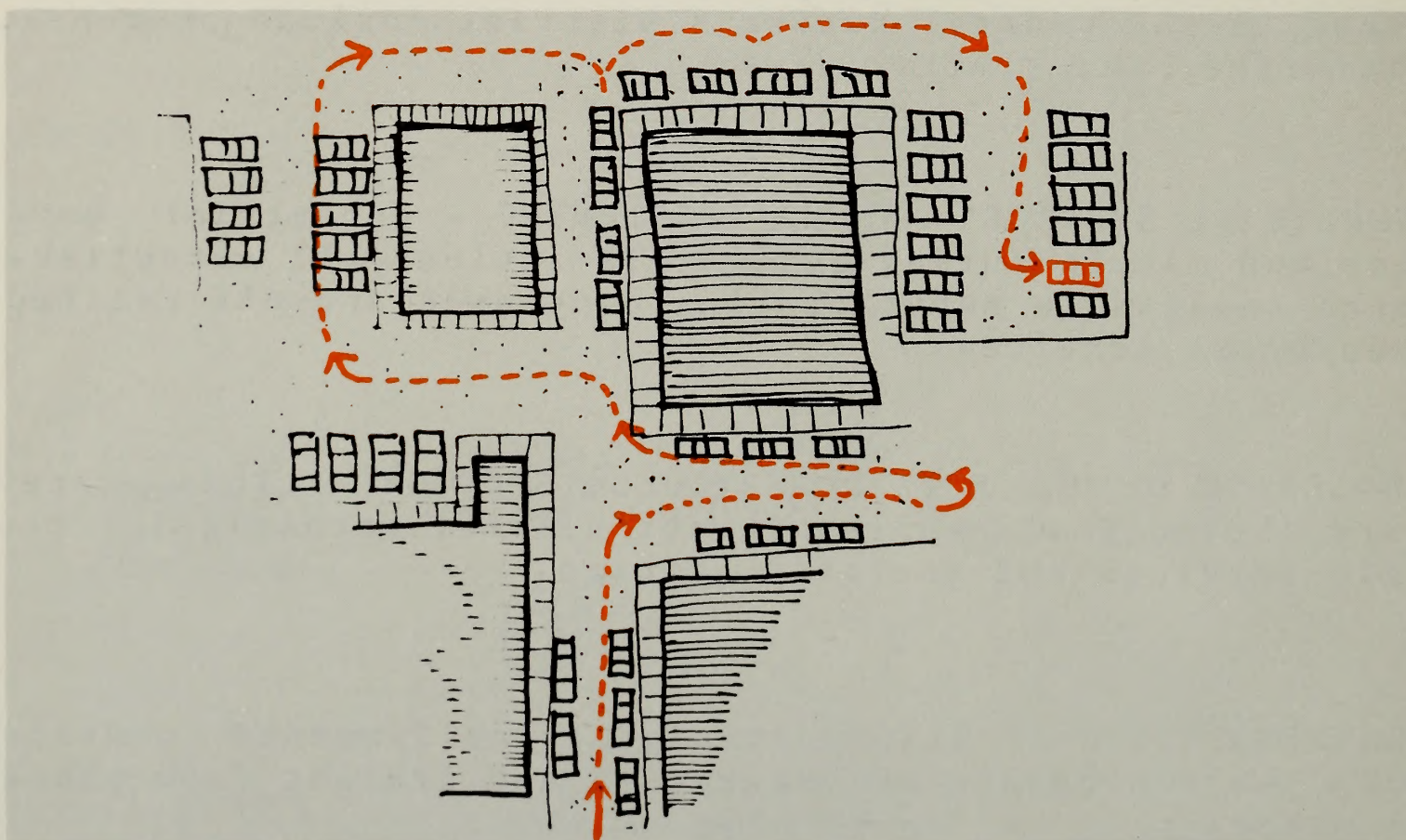
WHOLESALE TRADE, REPAIR SERVICES, STORAGE - This category includes all wholesale activities, mechanical repair services and enclosed storage.

TRANSPORTATION - Transportation establishments provide for the conveyance of passengers and freight from place to place.

VACANT FLOOR SPACE - The vacant floor space category includes all buildings or portions of buildings which were not being devoted to any use. Floor space being used only on a part-time basis was considered as occupied floor space. All storage space, either passive or active, was considered as occupied floor space.

In order to give some indication of the amount of each use within the core area the following table lists the different uses and the number of square feet devoted to each.

Primary Trade	81,025	sq.ft.
Secondary Trade	104,150	sq.ft.
Convenient Trade	48,975	sq.ft.
Consumer Services	48,225	sq.ft.
Adm., Adv. & Fin.	58,425	sq.ft.
Social & Cultural	49,825	sq.ft.
Wholesale & Storage	168,825	sq.ft.
Repair	32,650	sq.ft.
Mfg. & Ind.	8,150	sq.ft.
Transportation	1,600	sq.ft.



## PARKING

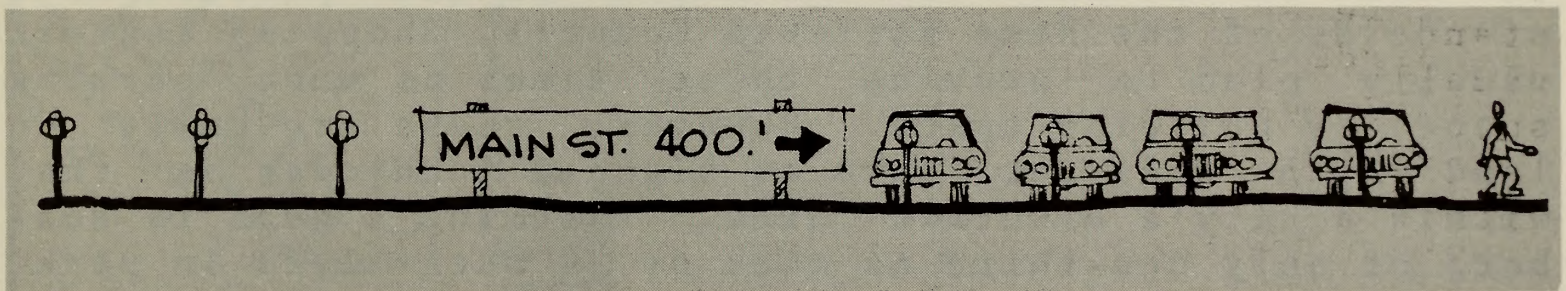
The first thing a customer looks for when driving into the downtown area is a parking space. Parking is permitted along the street throughout the entire downtown area except for the east side of Main Street from Abbitt



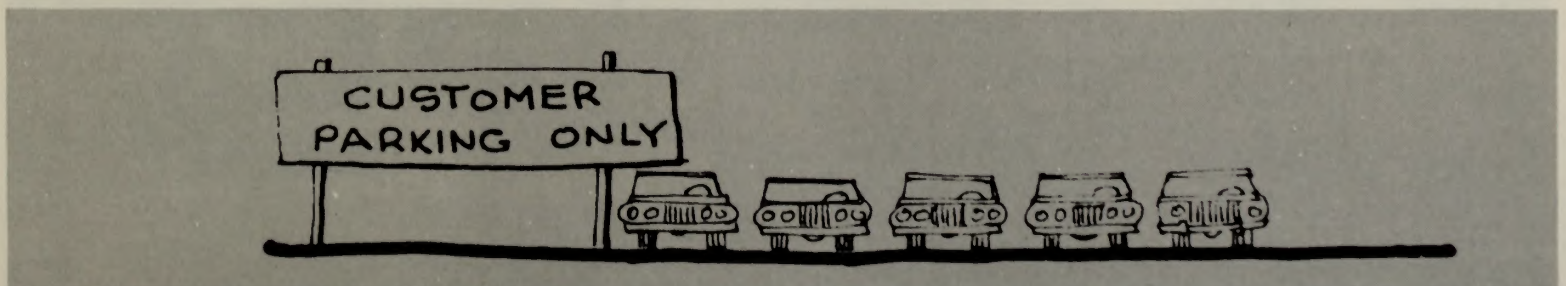
to Depot. There are 204 metered spaces and approximately 80 unmetered on-street spaces, but the latter are located, so far from the major shopping stores that they are used by employees and not customers.

If there are no on-street parking spaces available then it is possible to take one of the 277 public off-street parking spaces which are owned by the City.

These are located in three lots just off Lamar Street and a large lot which holds 137 cars just off of Depot Street. Most of these lots are within 400 feet of the main shopping area which is considered just over the maximum distance that people will walk in order to shop at a particular store.



Some parking space is furnished by particular stores for their customers. The largest lot of this nature is at the corner of Gordon and Lamar. Approximately 300 other parking spaces are provided for private use by employees and others who have offices downtown. Most of these are located behind buildings in very unorganized and ugly areas of downtown. There are a total of 947 parking spaces presently available in downtown both on-street and off-street. However, only the 277 public spaces and the 191 on-street spaces are available for customers and of these 468 spaces it is estimated that at least 100 are filled by employees who have no other place to park. This only leaves about 370 parking spaces available for customers who may want to shop on Main Street, or transact other business downtown.



In the larger cities of North Carolina off-street parking is often provided by merchants as a business, but in small cities it will just be a marginal financial success because there is not as great a concentration of businesses and customers. The operation of off-street parking facilities by private enterprise has the disadvantage that it may be terminated on short notice and the land used for building purposes. Some of the smaller cities have organized Municipal Parking Authorities which have the advantage that they can be operated like a public corporation, and can buy, sell, or lease property.

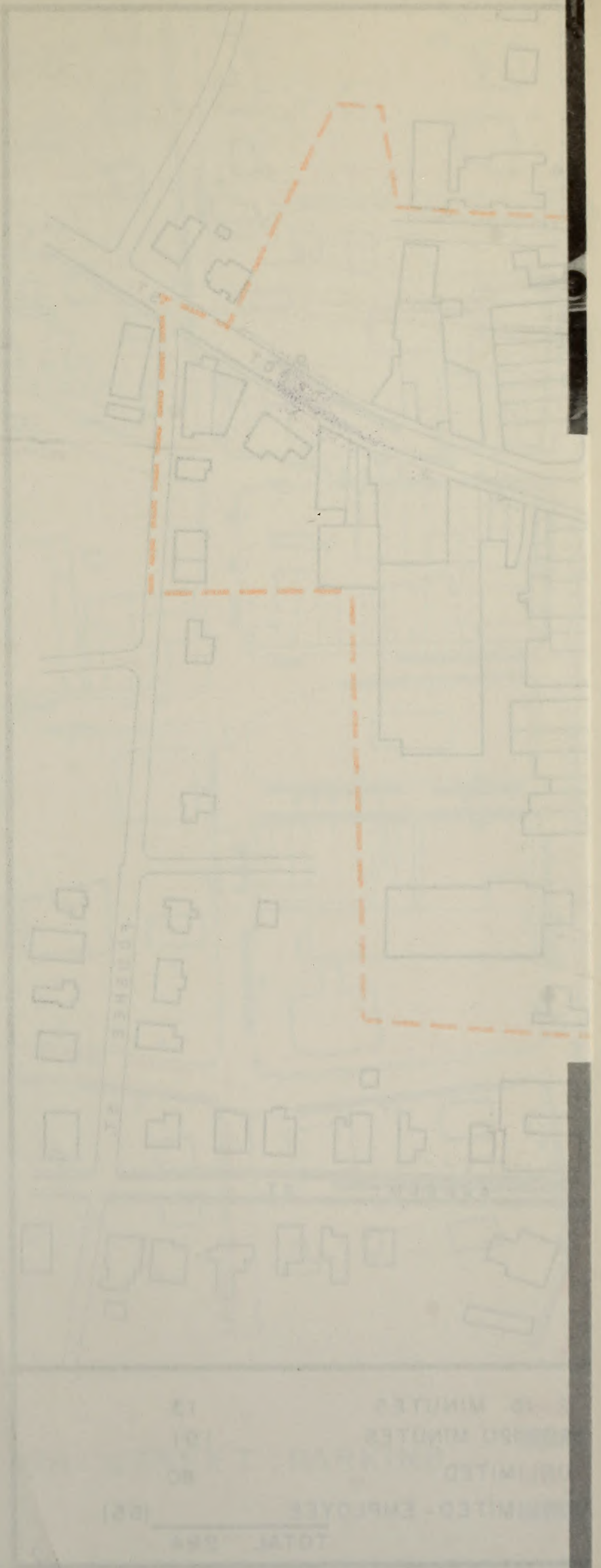
It is extremely difficult to evaluate how many parking spaces the downtown area should have, but it is possible to make an estimate on the basis of the professional standards of the Home Builders Council. Shopping centers usually plan to provide three times as much parking space as building space. However, these are built on land which does not have as high a land cost as that within a city's downtown area. Assuming a need in Roxboro of only one-third as much or as much land in parking as in buildings indicates a total parking requirement for downtown of 1,500 spaces when only approximately 1,000 are provided. A figure of 400 square feet per parking space is used in order to provide for access and internal circulation.

However, instead of taking into consideration all building space within the downtown area, if only the space for primary and secondary retail trade is considered which total approximately 180,000 square feet, this would indicate a requirement of 675 parking spaces just for customers and the survey estimated that only 370 were presently available, or approximately half the amount needed.





**ROXBORO, N. C.**  
**C B D**

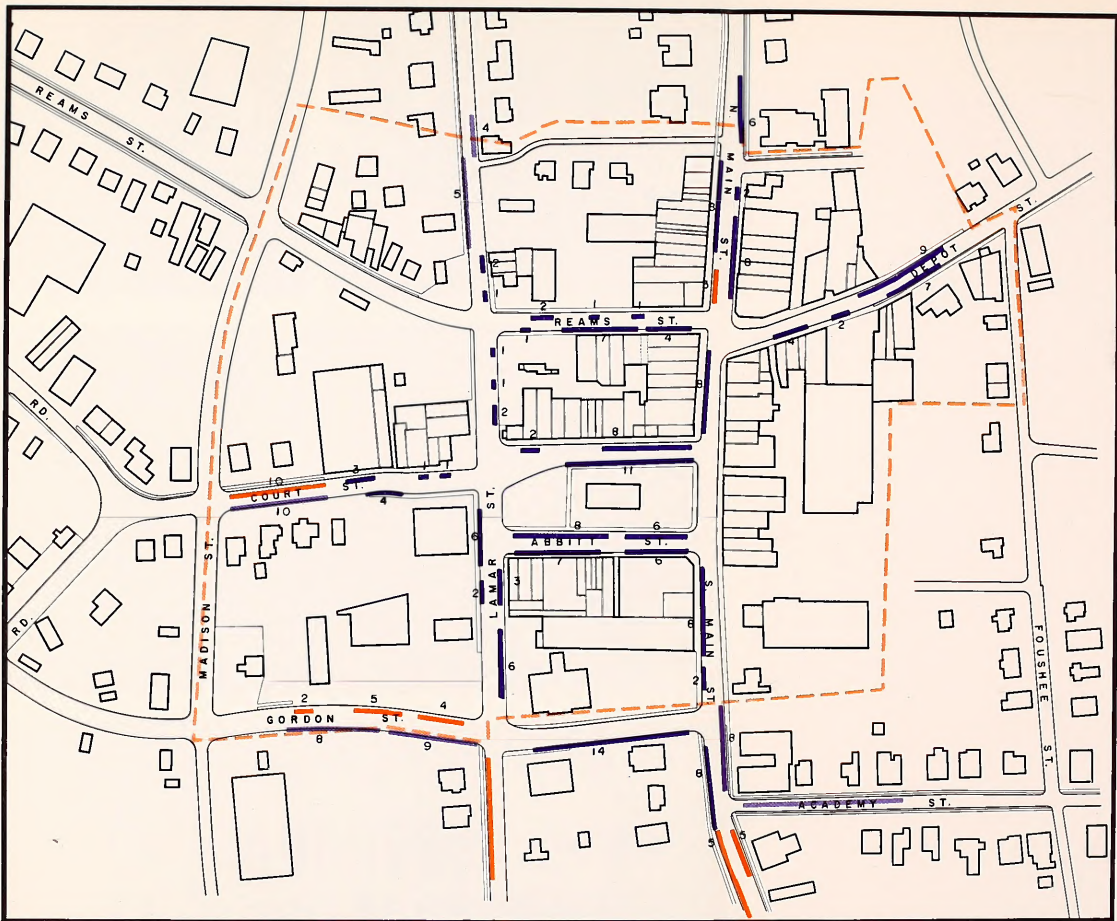


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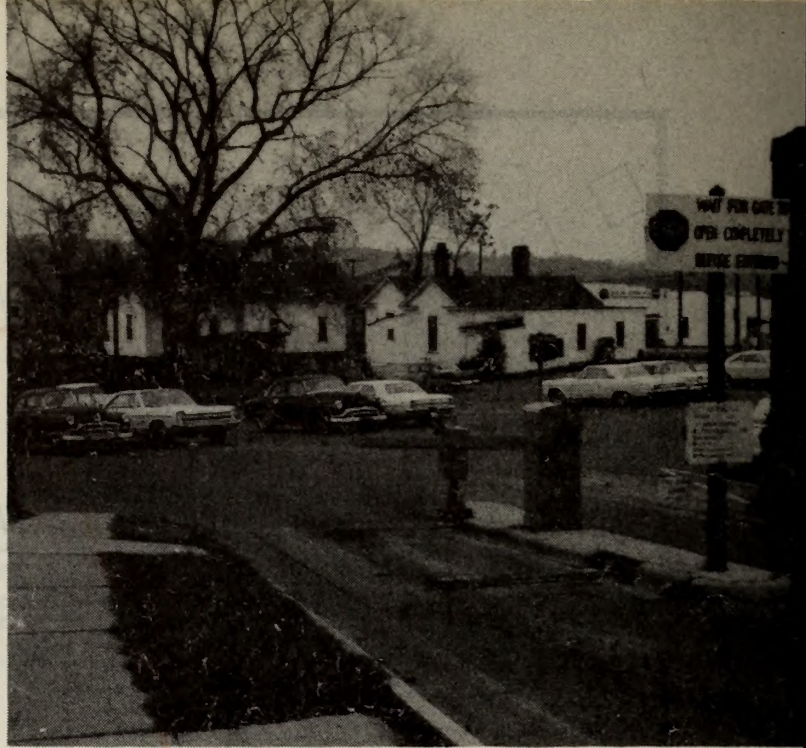





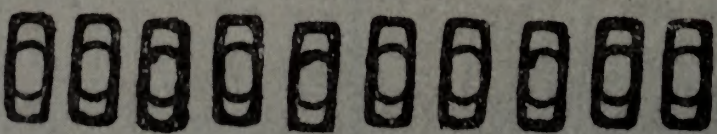
**ROXBORO, N. C.  
C B D**

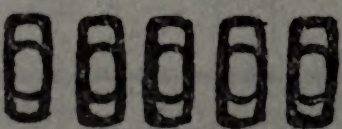
**ON-STREET PARKING**

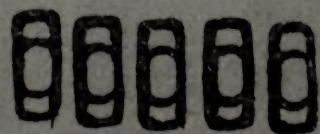
	12-15 MINUTES	13
	30-120 MINUTES	191
	UNLIMITED	80
	UNLIMITED-EMPLOYEE	65
	<b>TOTAL</b>	<b>284</b>



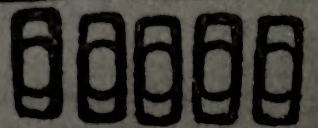
 = 100 PARKING SPACES

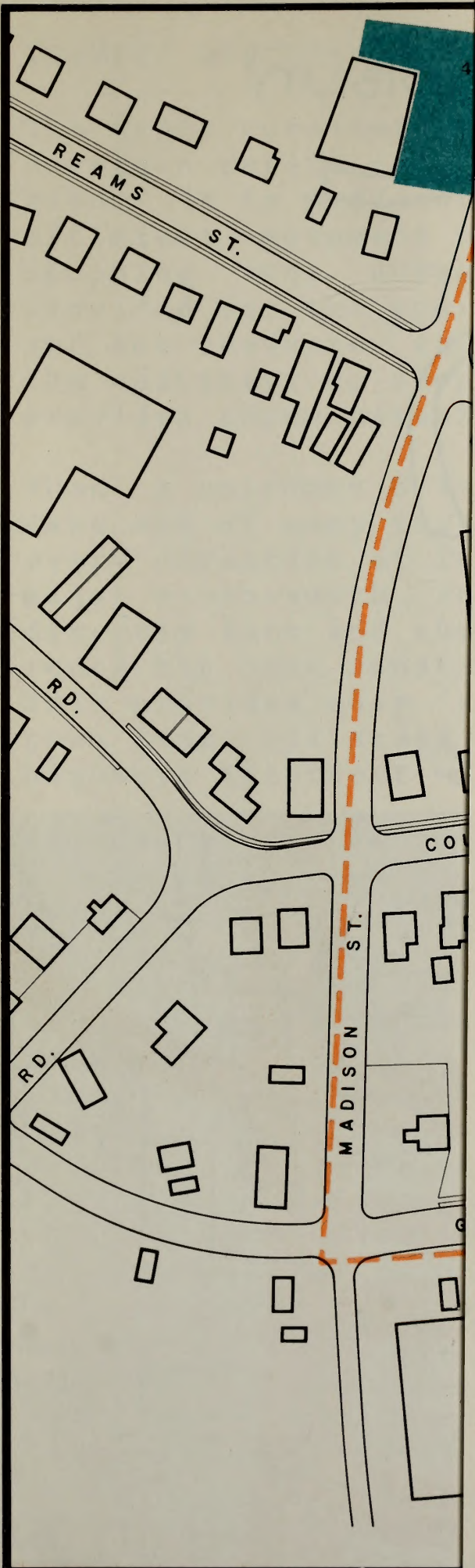
EXISTING 

AVAILABLE FOR CUSTOMERS 

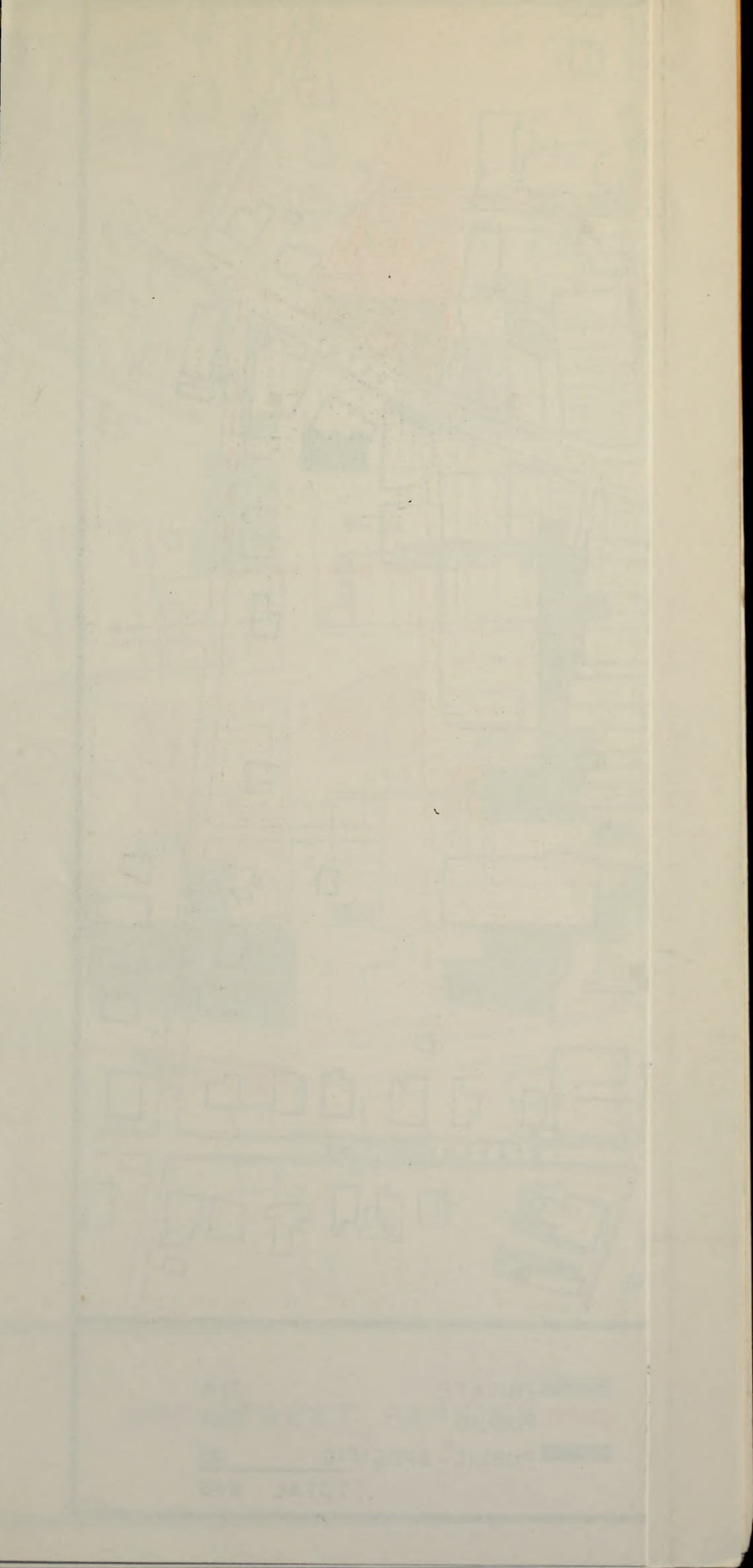
PRESENTLY NEEDED 

FUTURE NEEDS

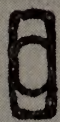


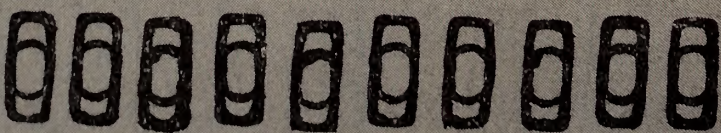


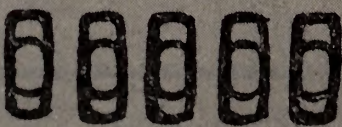
**ROXBORO, N. C.**  
**C B D**







 = 100 PARKING SPACES

EXISTING 

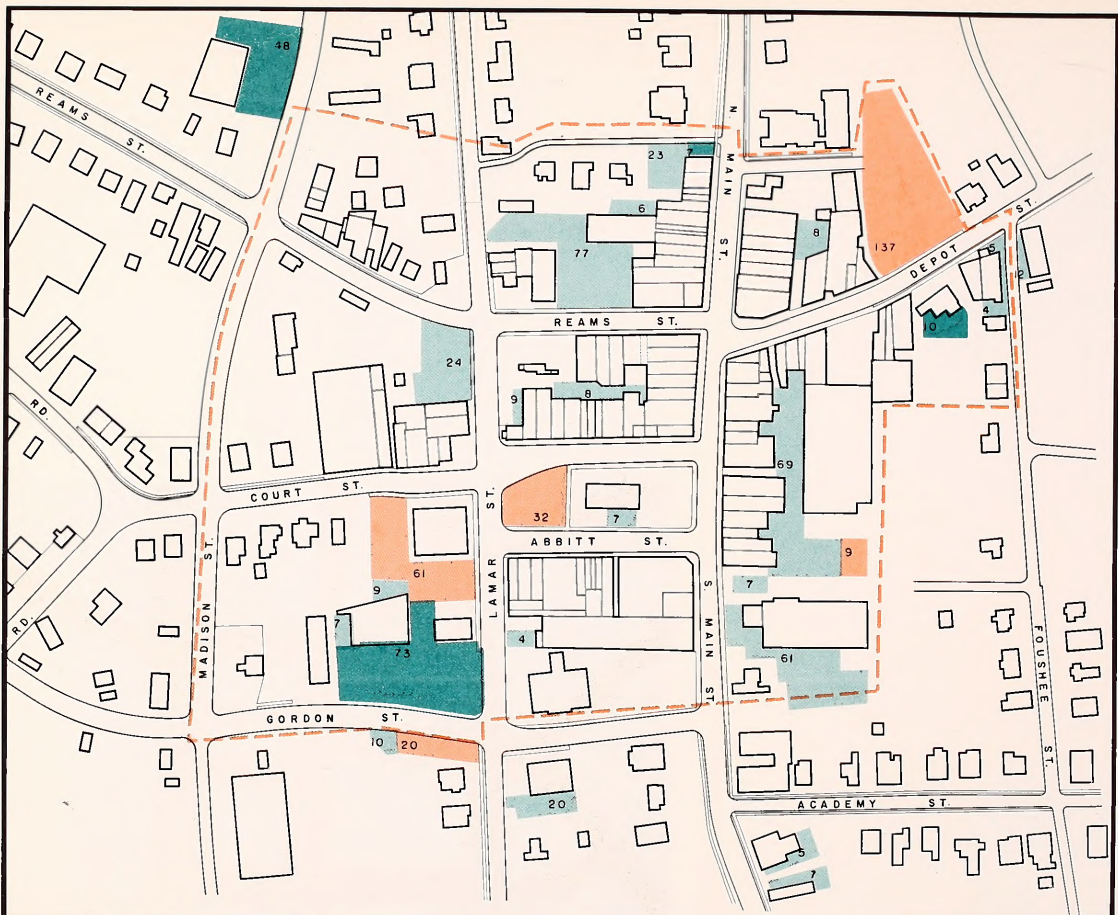
AVAILABLE FOR CUSTOMERS 

PRESENTLY NEEDED 

FUTURE NEEDS



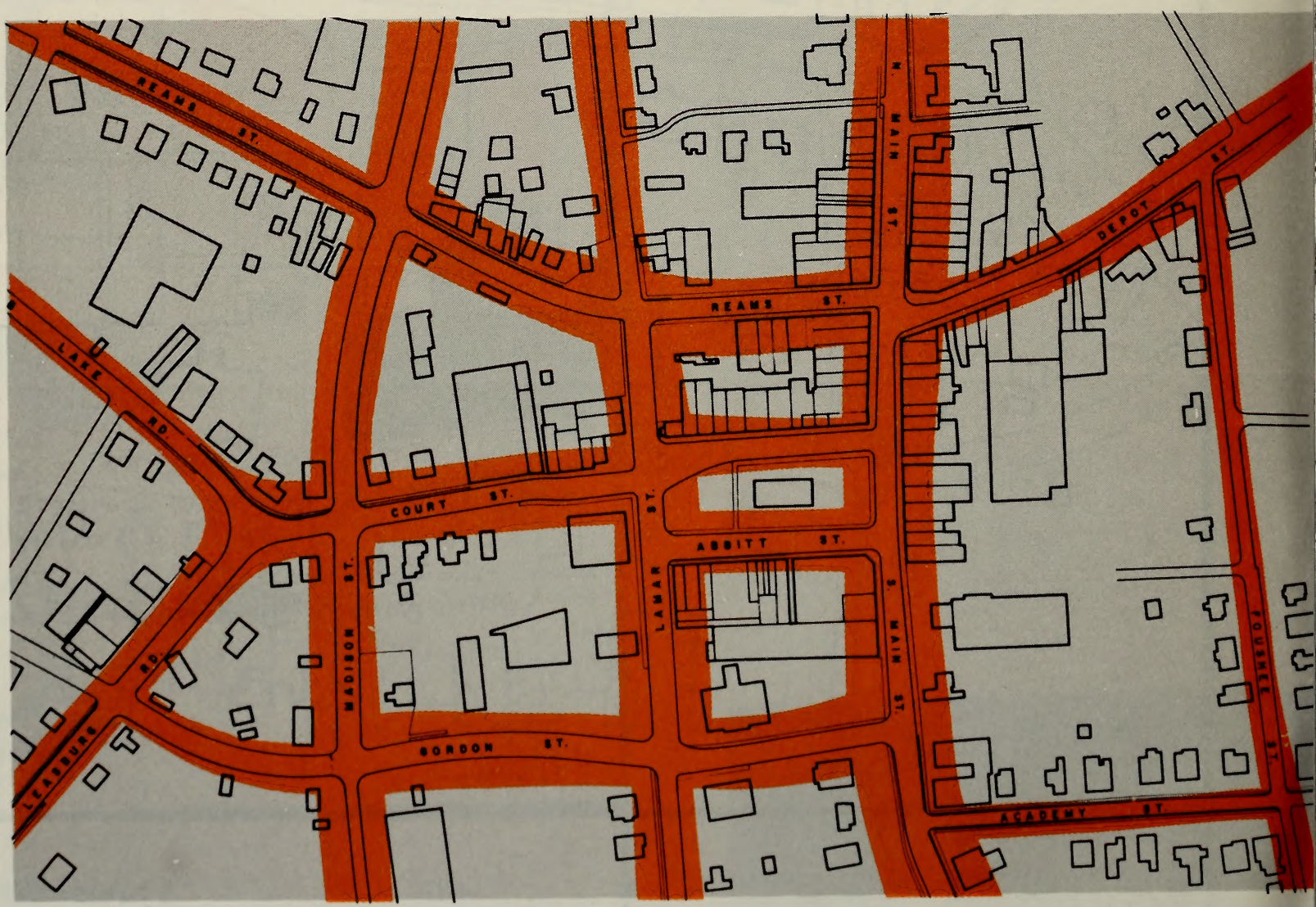
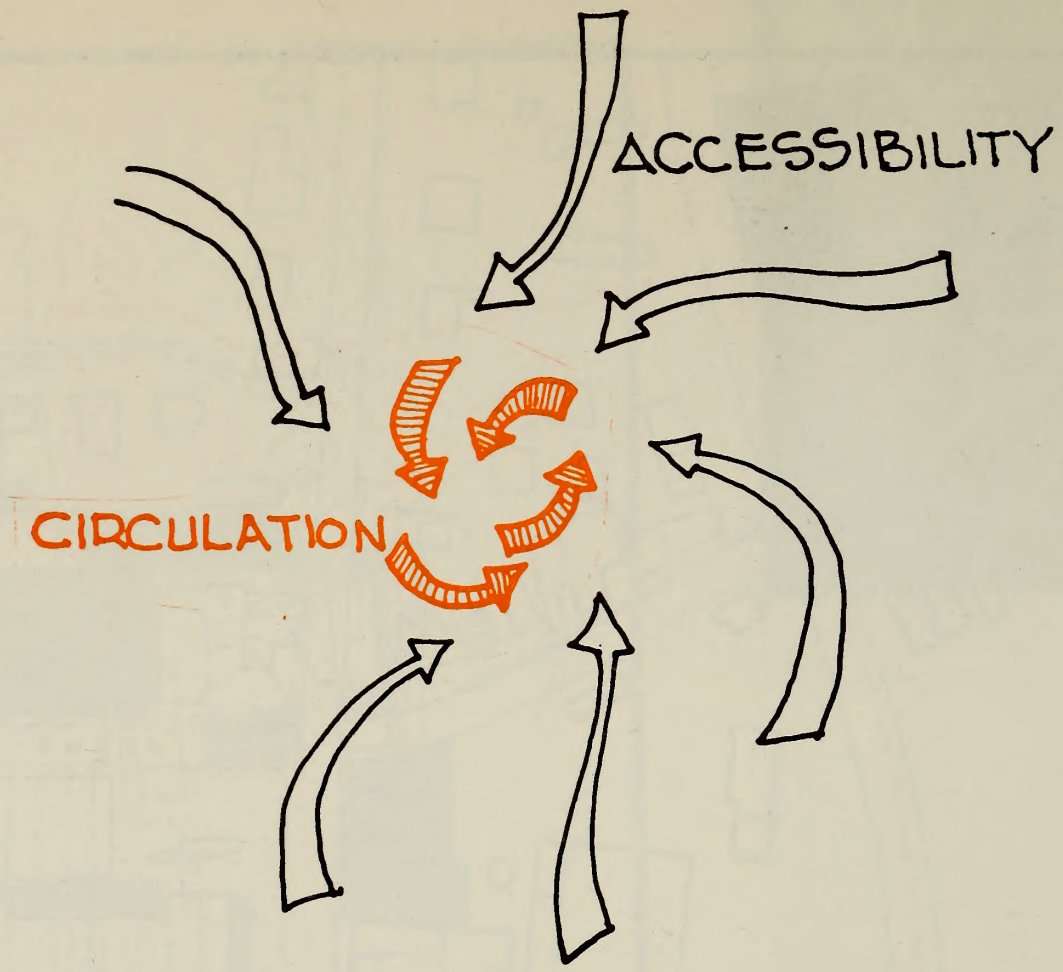




**ROXBORO, N. C.**  
**C B D**

**OFF-STREET PARKING**

	PRIVATE	314
	PUBLIC	265
	PUBLIC - SPECIFIC	85
	<b>TOTAL</b>	<b>663</b>



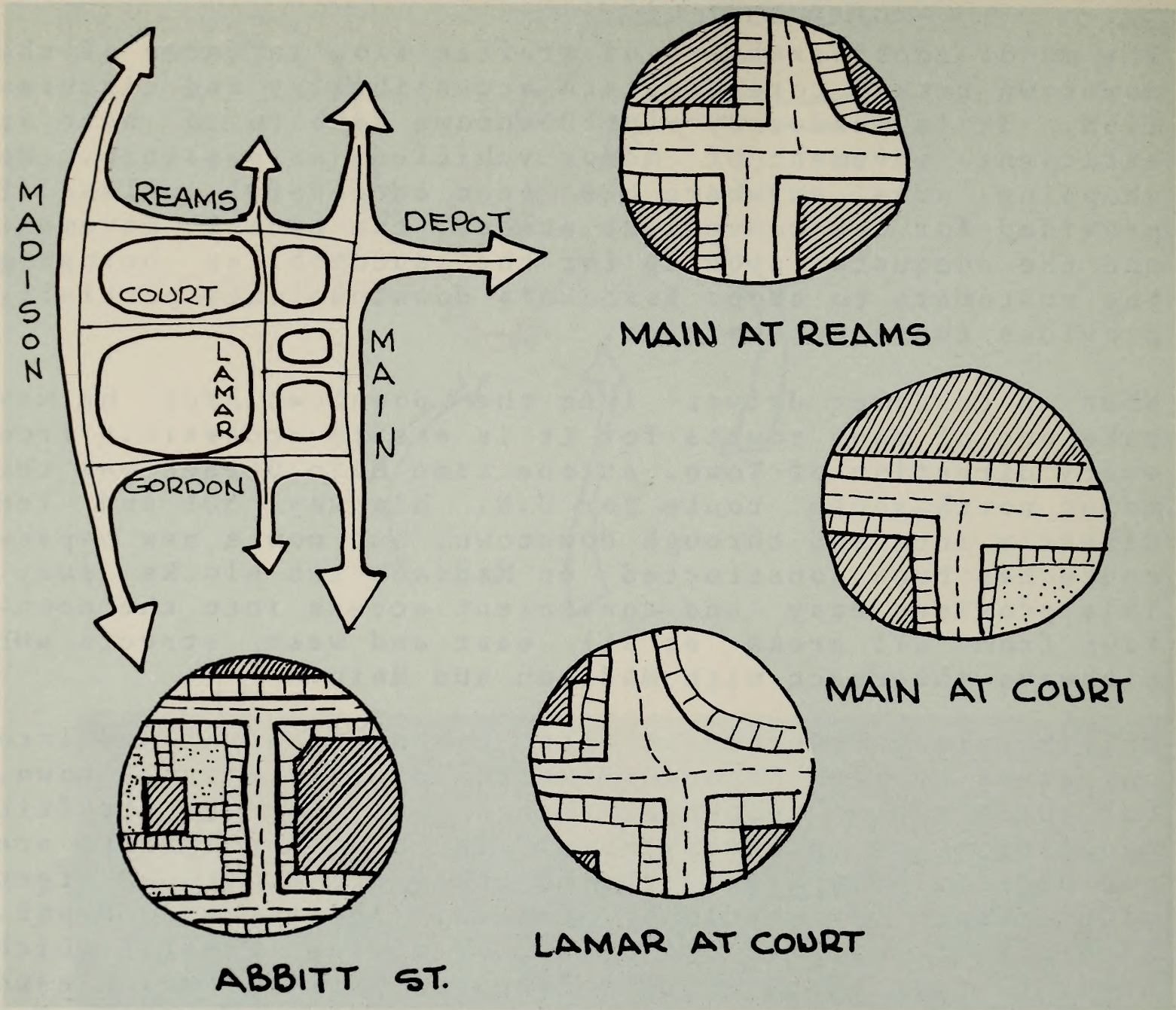
## TRAFFIC CIRCULATION

The major considerations of traffic flow in terms of the downtown retail core area are accessibility and circulation. It is mandatory for Downtown Roxboro to have as efficient movement of motor vehicles as possible. No shopping area anywhere has been successful unless it provided for the convenient access, the orderly movement and the adequate storing for the automobiles bringing the customers to shop. Roxboro's downtown only partially provides these necessities.

When a customer drives into the downtown area he may take one of many routes for it is easily accessible from every direction of Town. At one time Main Street was the major north-south route for U.S. Highway 501 and led directly into and through downtown, but now a new bypass route has been constructed on Madison two blocks away. This provides easy and convenient access into the downtown from all areas as all east and west streets and highways intersect with Madison and Main.

Driving along downtown streets has never developed into any great problem because Roxboro is still a small town, but there are a number of things which create traffic congestion and inconveniences. The downtown streets are not particularly wide, the majority are about 40 feet wide except for portions of Main, Academy and Depot. Each street carries two lanes of moving traffic which need 12 feet each and two lanes of parking which need approximately 10 feet each for ease of operation. But this totals 44 feet indicating that the streets are too narrow for the way in which they are being used.

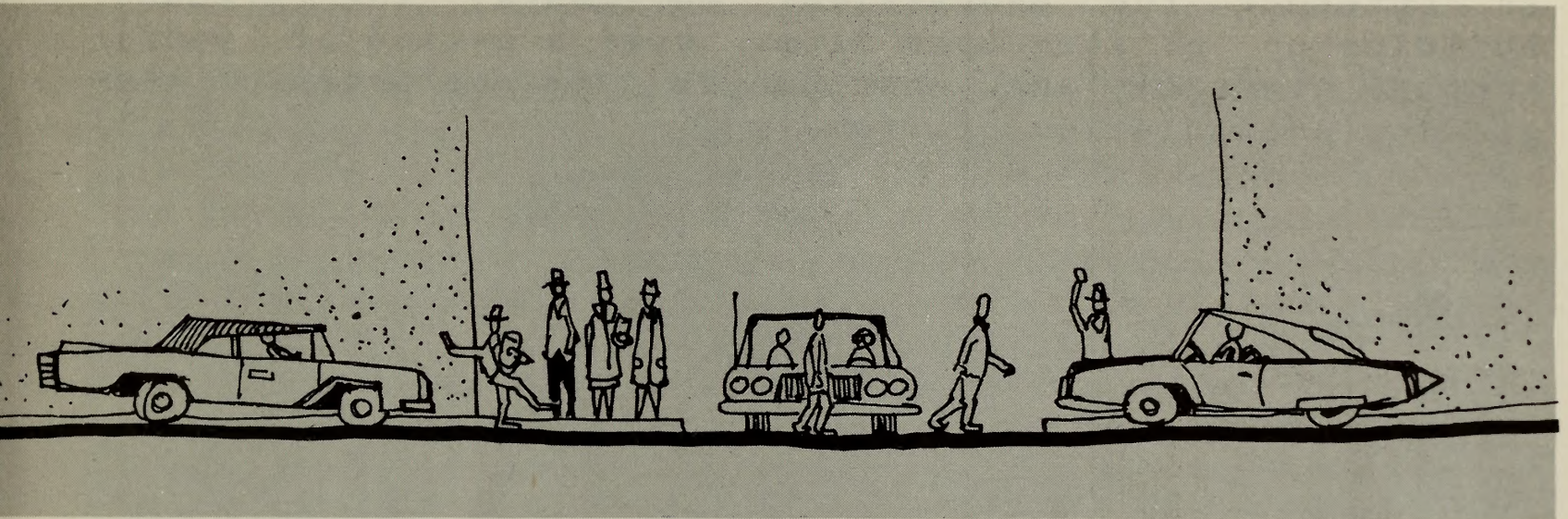
Traffic volumes over a 24 hour period along Main Street indicate that it carried an average of 5,500 vehicles per day in 1963. This is generally considered the maximum capacity for a street carrying two moving lanes of traffic. However, in downtown areas turning movements, curb parking and slow speeds can reduce this capacity as much as 50 percent. This indicates that Main Street is presently being used above capacity. Traffic volumes were only available on two other downtown streets, Reams which carried 3270 vehicles per day and Depot which carried 2900. Much of the traffic driving on Depot was going to the parking lot. Each of these volumes is not considered excessive at this time.



One of the biggest problems in driving downtown is the large number of streets which have difficult or dangerous intersections. Reams and Gordon are convenient access streets into downtown from Madison, but each of them dead-ends more or less. Depot Street is offset about 50 feet from Reams and creates a dangerous intersection while Academy is offset 150 feet and creates a barrier to traffic circulation to the eastern part of downtown. Court Street also has a difficult intersection at Lamar. These conditions are especially true since the movement from Madison to Main along Reams, Court or Gordon is all uphill. Also, crosstown traffic going from East to West must cross through the core area causing delay for the vehicles going across and the customers already circulating within the core. Generally, the

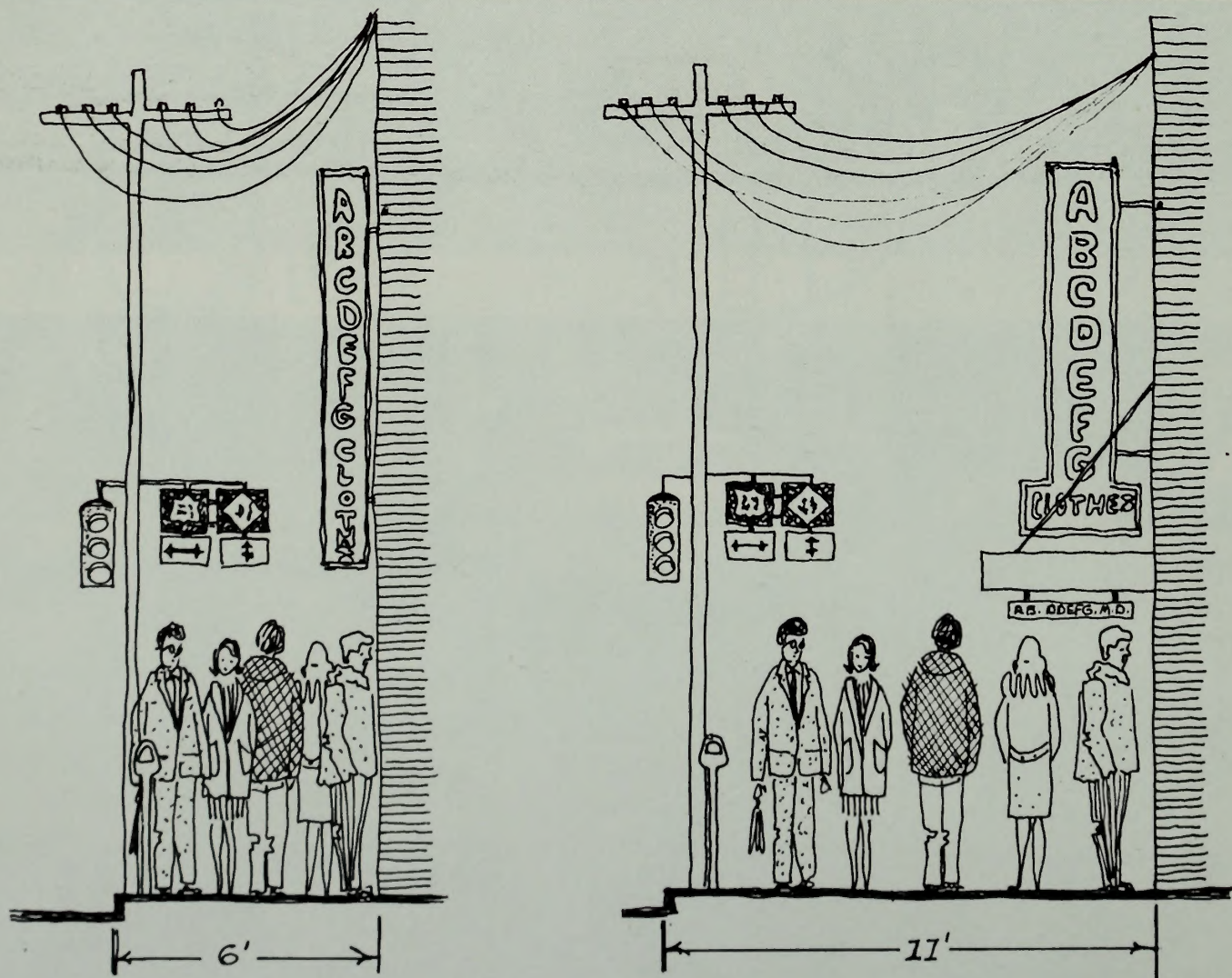
streets within the core have parking on one side and in some cases on both. Traffic movement is slowed by other cars stopping to let people out or pulling into and out of parking spaces. Another situation which causes a certain amount of confusion is the conflict of pedestrians and motor vehicles on the street. This condition is unnerving for both the driver and the person walking.

For the most part the prevailing traffic conditions can be understood by examining the traffic volumes map to see which streets are carrying the heaviest loads.



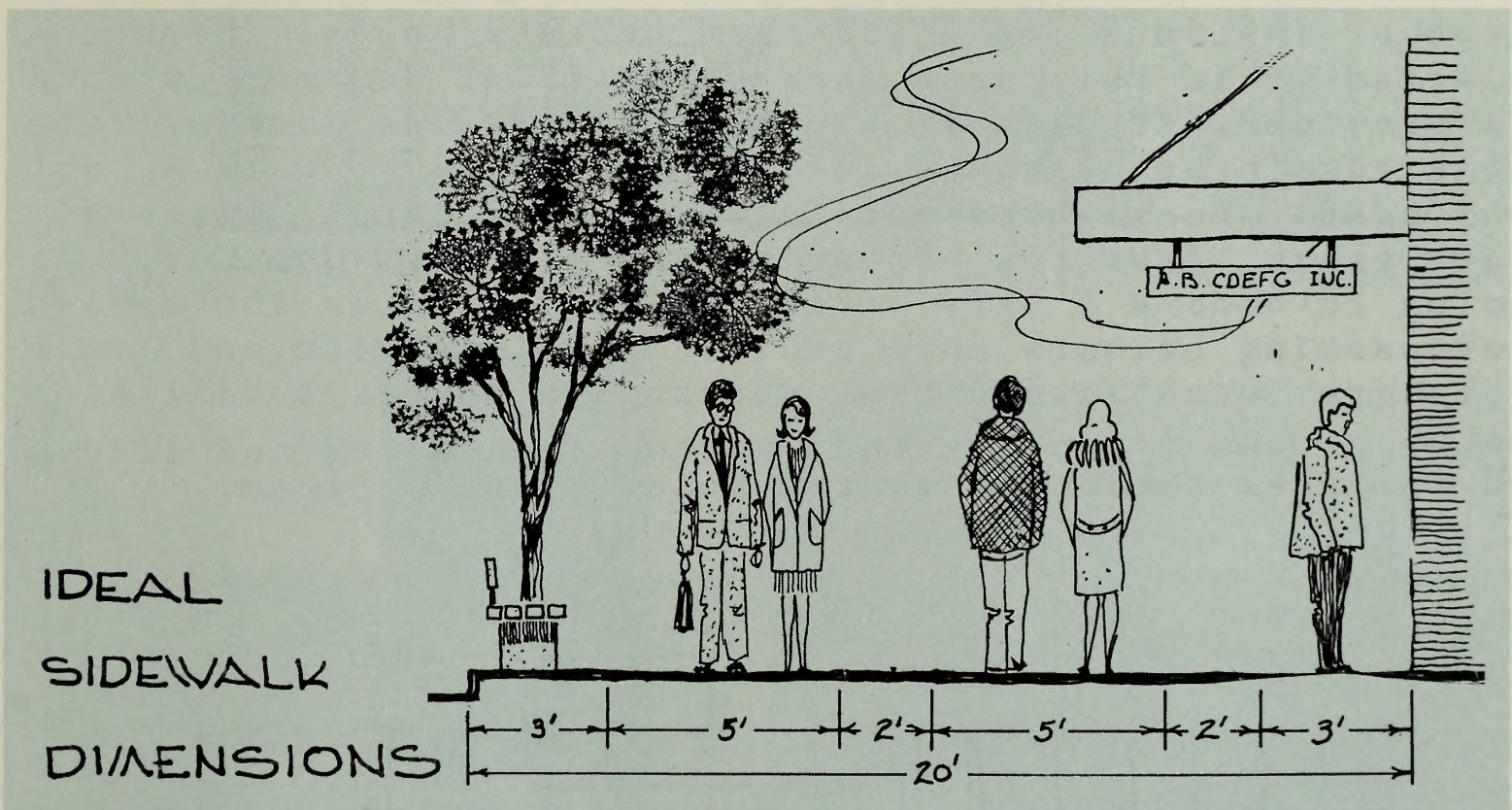
## PEDESTRIAN CIRCULATION

The pedestrian within the downtown area is given little consideration as compared to the automobile. For the most part he is left on his own to get from his car to the shop or office he desires. Sidewalks have changed very little from the time they were originally built many years ago. They tend to be too narrow for more than two or three people to use at one time and it becomes awkward to pass other shoppers while walking. Street furniture, that is, signs, meters, trash cans, utility poles, etc., line the edge of the walkways still further to obstruct the pedestrians movements. The gradual building-up of item upon item, over a period of years happens gradually and most people are not aware of the growing accumulation of items.



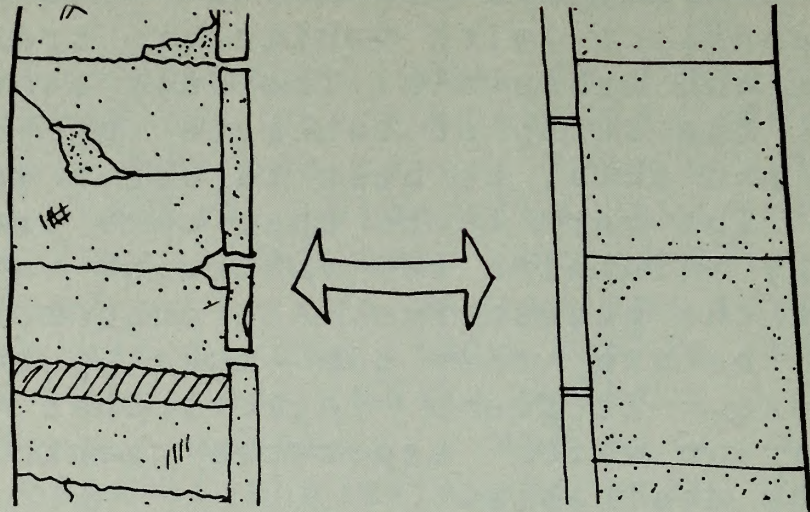
EXISTING SIDEWALK DIMENSIONS

After leaving his automobile the pedestrian is in constant conflict with vehicular traffic at every intersection and crosswalk. The only sanctuary the pedestrian has is the strip of concrete on either side of the street and this, at best is not a very stimulating place to be. The very fact that cars are always moving very close by maintains the vehicular atmosphere rather than one for the pedestrian. All customers must become pedestrians before they can make purchases or transact, therefore, it seems logical that some arrangement of circulation which separates vehicles from pedestrians would be desirable.



The sidewalks in Roxboro's downtown core area are not in very good repair. In most cases these are the original walks and have been used many, many years with only spot patching or filling. Freezing weather has had its effect on the surfaces which is evident by the numerous cracks visible throughout the Central Business District. Sidewalks like everything else grow old with time and use and eventually should be replaced. (It is, of course, not usually feasible to replace all of the sidewalks at one time, but could be done on a block by block basis.) The numerous patching over the years has had the effect of destroying the original unifying appearance.

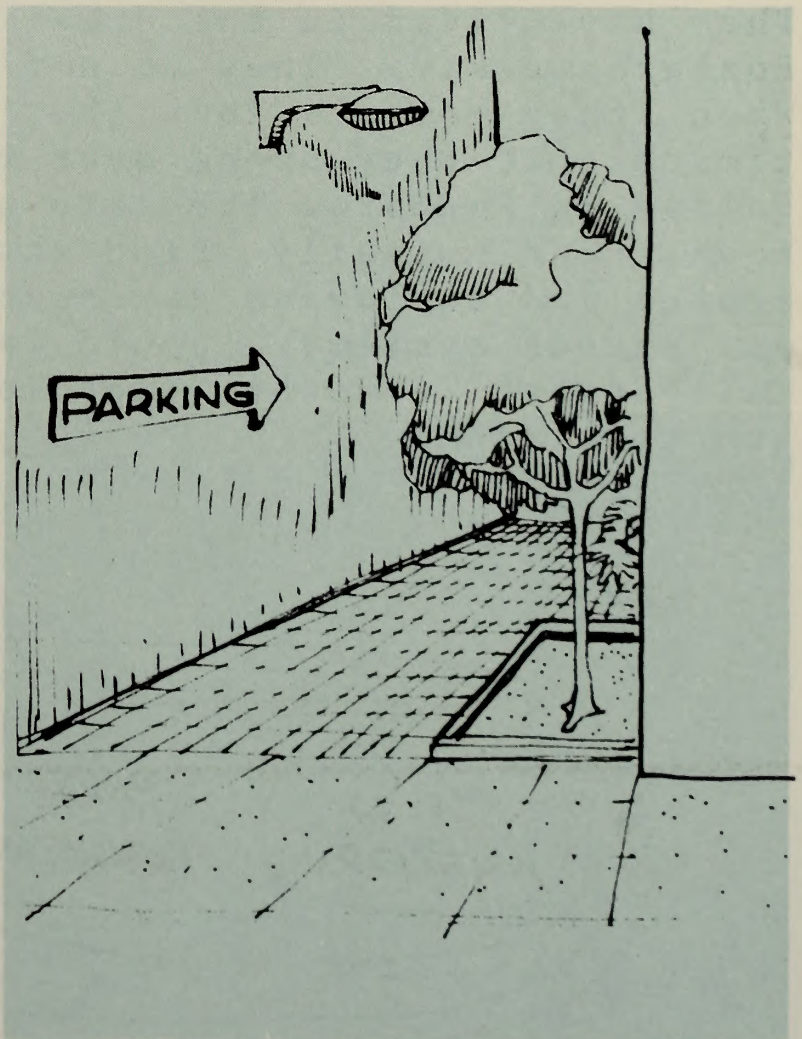
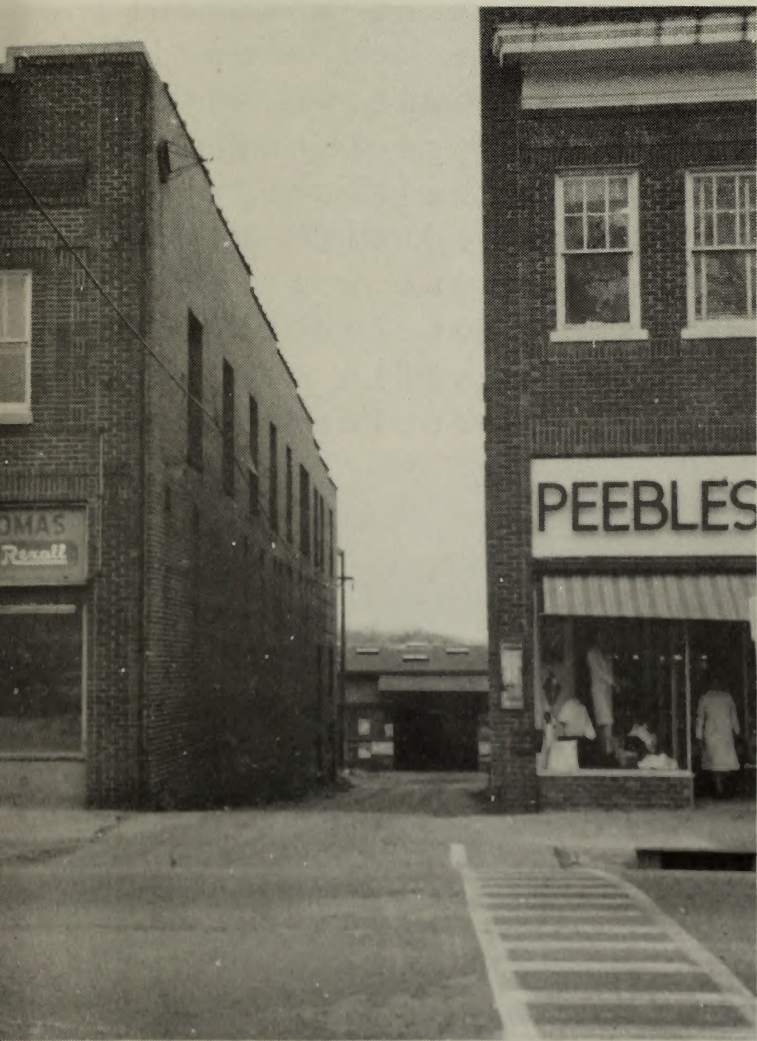
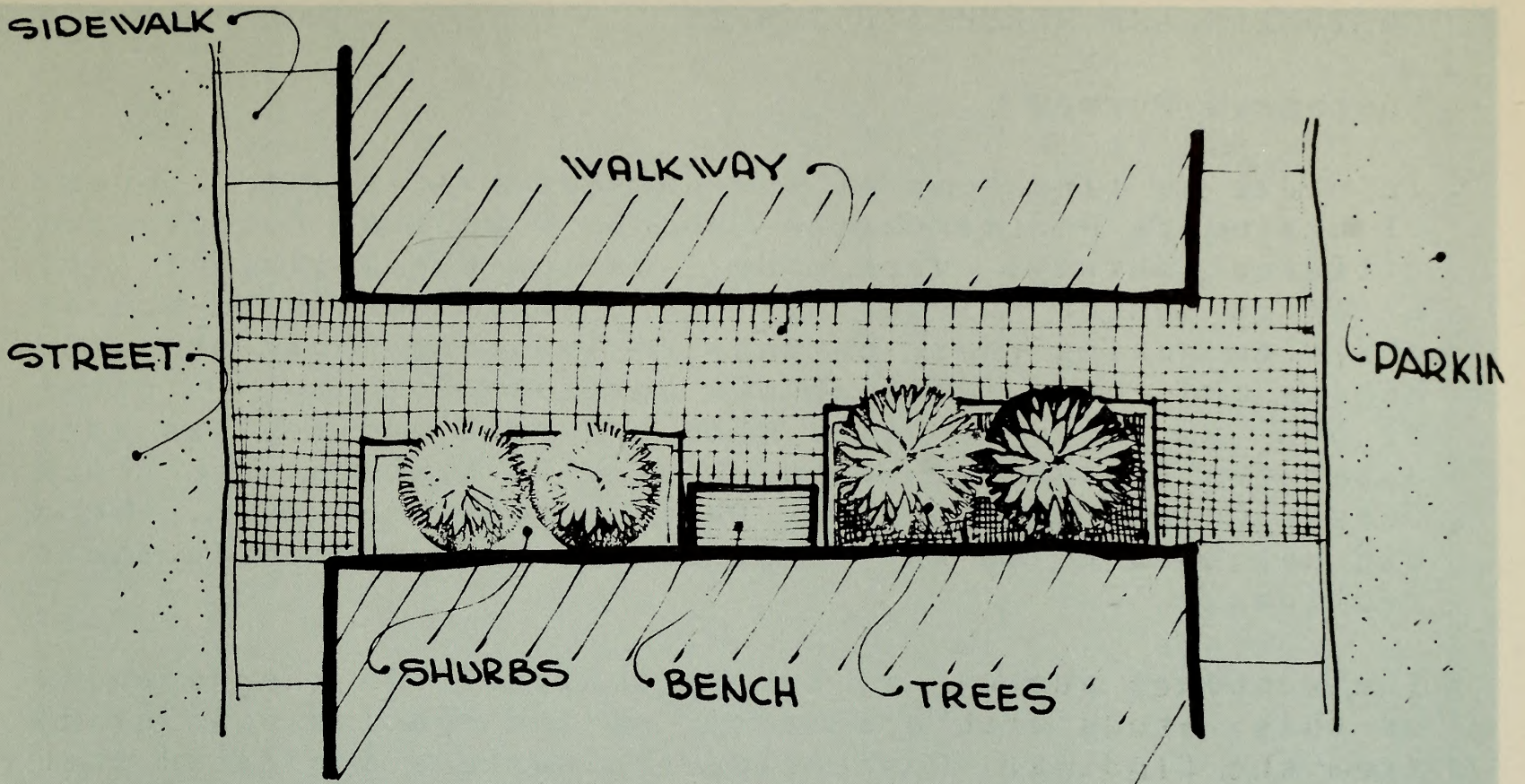
## SIDEWALKS



Another instance in which the pedestrian has been neglected is in the cases where off-street or rear parking is provided. It does little good to provide parking facilities if the customer is then expected to walk on unsurfaced, nonlighted access which are often littered with trash from the bordering shops. This one area is going to become a very critical situation as the demand for parking becomes more acute. As off-street and rear lots are established the pedestrian accesses will have to be planned, constructed, paved, landscaped and lighted in order to appeal to the pedestrian customer.





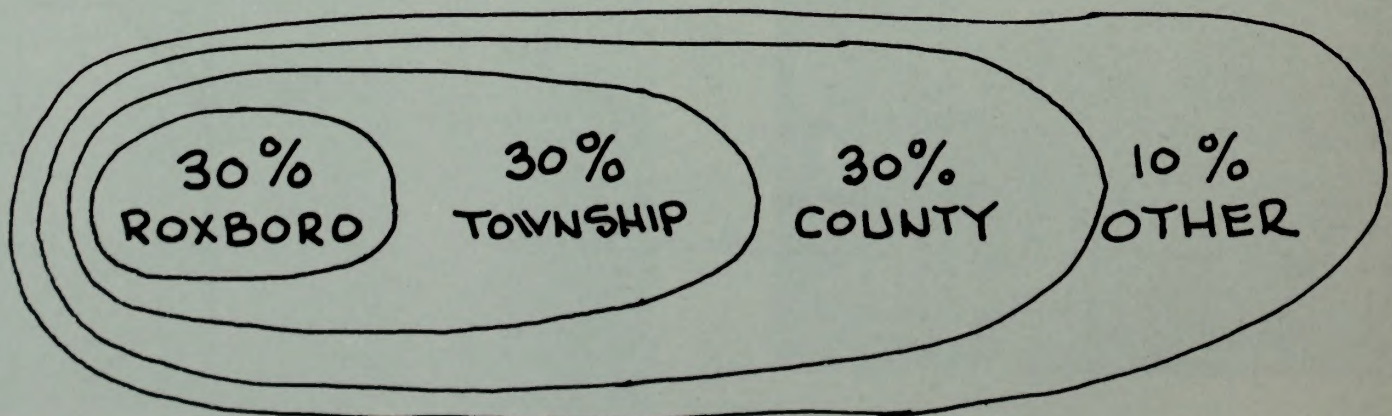


## CUSTOMERS AND MERCHANTS SURVEY

### Customers Survey

In order to find some of the characteristics and thoughts of customers and merchants about Downtown Roxboro two different surveys were made. During the Spring of 1965 a large number of surveys were sent home with school children asking their parents to indicate their shopping habits and their ideas about Downtown Roxboro. A total of 348 surveyed replies were returned and replies were separated for those persons living in Roxboro, in South Person County and in North Person County. However, there did not seem to be any significant differences in their replies.

The customer survey is fully tabulated in the appendix of this study with a summary of the conclusions drawn from the finding. Generally, the surveys indicated that the average or what might be considered as the typical consumer lived outside Roxboro (55% outside, 45% inside) and has a very high sense of shopping loyalty to Roxboro. They have lived in the area 10 years or more and shop in Roxboro weekly. They do not work in the downtown area. When they come to Town they park on the street and estimate that they spend over 60 percent of their shopping dollar in Roxboro. They are generally pleased with downtown, can usually find what they need and rate the stores and employees as "good". They do not favor one-way street systems. would favor taking traffic off of Main Street and the creation of public meeting places and rest rooms.



SPECIFIC DESIGN  
CONSIDERATIONS

4

## SIGNS

During the last fifty years the economic use of electricity and development of modern materials has created a revolution in advertising signs. Unfortunately, this progress has not always coincided with beauty or with an attractive appearance. Modern materials have created the opportunity of making signs larger and more durable while electricity has made them legible at night in an often wonderland type of atmosphere.

Signs should be an integral part of store front design and yet in most instances during the period that most downtown structures were built little or no consideration was given to the placement of signs or advertisements. Consequently, most signs are just as they appear - an afterthought - which were tacked on at a later date. Within any one block hangs every imaginable kind of sign located on different areas of the store front. These signs are of different size and shape and display every type and combination of letter style and color.

When signs exist in great abundance they destroy the very purpose for which they were constructed, for regardless of whether they are protruding or flat against the building, actually or visually, one overlaps the other until there is no vantage point from which they can be read. Signs may be most effective when they are limited, by controlling their spacing and arrangement at different intervals along a store front.

## SIZE AND SHAPE

The size and shape of a sign should not be determined solely by the size of an adjoining sign as one shop owner tries to outdo his neighbor with a larger and brighter sign. This kind of competitive reasoning has led to the visual clutter and confusion which presently exists. The size and shape of a business sign should be related to the building size and fascia strip on which it is placed. The size and shape of signs should be controlled by an ordinance which would prohibit sign dimensions to exceed certain limits.

If the visual appearance of signs in Roxboro's Central Business District is to complement its building fronts then the following principles should be followed.

The yard in front of the courthouse with the large elm trees creates a pleasant break from the large massing of buildings along Main Street. The grass areas contrast with the adjoining street areas of asphalt and concrete and the stately elms soften the harshness of buildings and summer sun.



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**DOWNTOWN  
PLANNING  
OBJECTIVES**

**3**

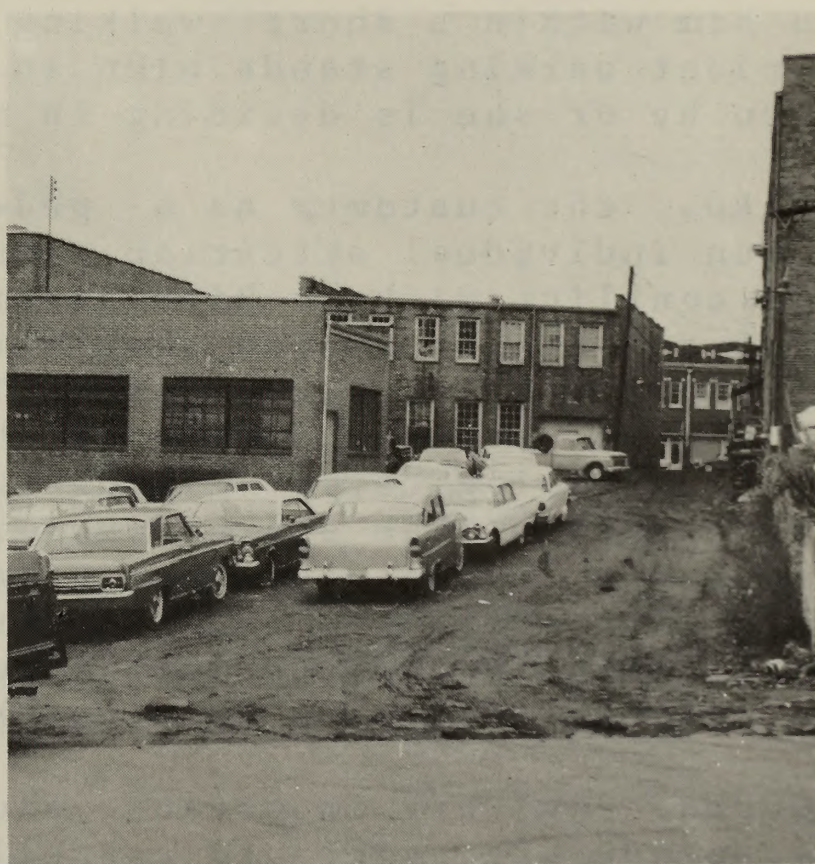
INTRODUCTION

The preparation of any preliminary design plan for downtown Roxboro must consist of many practical considerations as well as visionary conceptions or "dreams" of how it might be developed in the future. In great part most of the practical considerations are related to quantitative improvements, i.e., how much additional floor space will be required for new or expanding retail establishments and how many more parking spaces will be needed. The visionary concepts are considered as qualitative considerations i.e., how you design and carry out some of the practical details. As an example, an off-street parking space may be located on an open space behind buildings that is unpaved, dirty and unattractive or they may be similar to those constructed adjoining city hall which are clean, attractive and easily accessible.

Building and parking space requirements for the future may be determined by a number of different variables; the population and growth characteristics of the trading area, changes in income or shopping habits of consumers, changes in patterns of retailing such as the establishment of a big shopping center and such things as the actions and initiative of businessmen and civic leaders in promoting Downtown Roxboro. Some of these variables are intangibles and cannot be estimated so that future requirements will be estimated in direct relationship to population.

This report will assume that the expansion of downtown business establishments will be directly related to the population increase planned for in the Roxboro Development Plan, and Population and Economy Study. These estimated a population of approximately 16,600 persons would be living within Roxboro Township, the major trading area for downtown businesses. This is an increase of approximately 4,000 persons so that this study will assume that downtown floor space will increase by 20 percent in the next 20 years. Therefore, the downtown plan should be designed for 80,000 square feet of additional floor space. The survey of merchants indicated they were planning to increase their stores by 24,000 square feet in the next five years which is right in line with the





proposed estimates. In direct relationship to this floor space requirement is that for parking. Assuming that downtown should provide a minimum of one parking space for each 200 square feet of floor space and that the 1985 downtown should have 500,000 square feet of floor space provides a requirement of approximately 1,200 parking spaces.

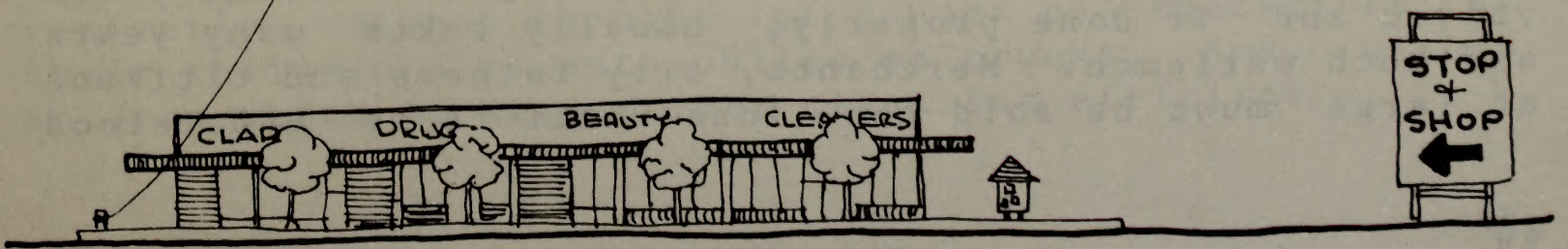
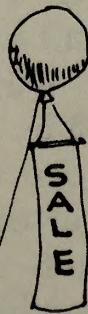
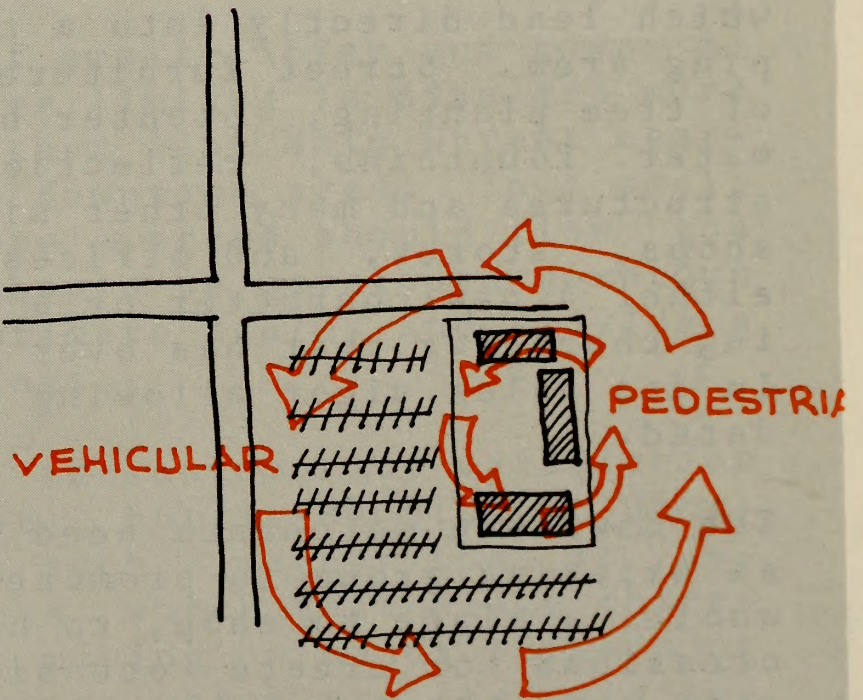
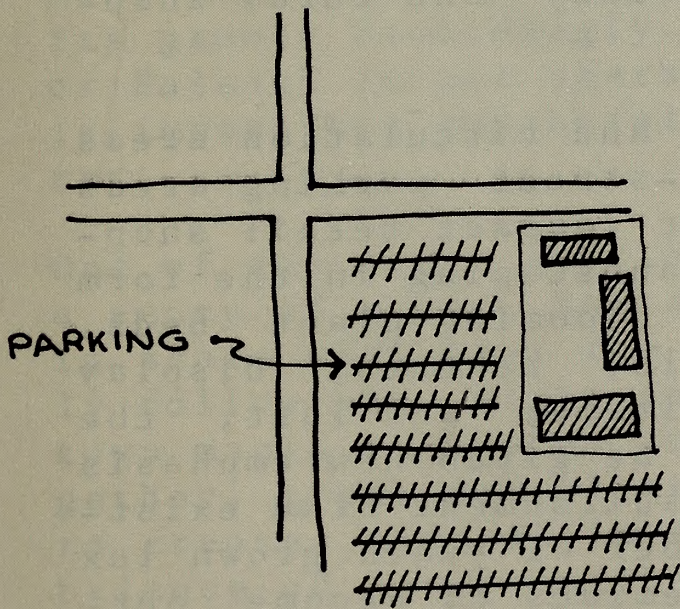
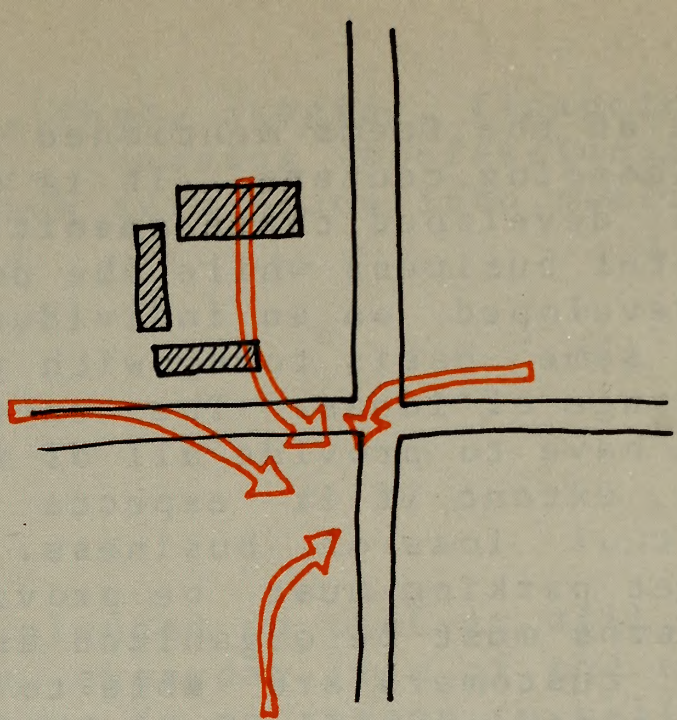
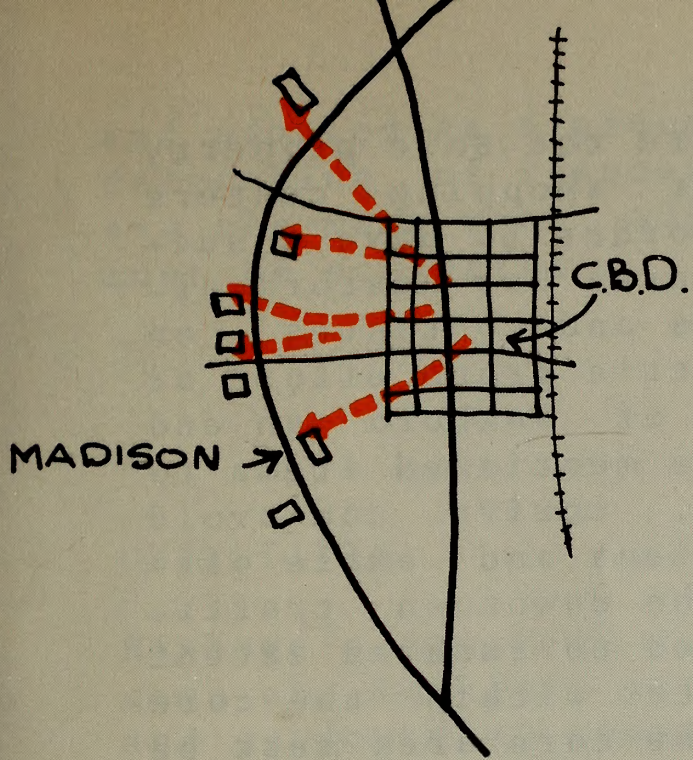
Many customers and merchants select shopping centers and fringe area locations instead of the downtown area. If more and more shops and department stores locate on the major vehicle thoroughfares, in this case Madison Boulevard, the downtown soon will no longer function as the main retail core of the community. When this decentralization takes place in a community vacant stores appear, quality of merchandise drops and a blighted shopping area results.

Shopping centers are successful because of four basic facts. FIRST, and probably the most important is the fact that the centers are easily accessible on major roads and highways not requiring the customer to become involved in congested traffic either going or coming during the trip.

SECOND, once the motorist customer has reached the center a parking space is readily accessible and available to him within a short walking distance. Ample and convenient parking stands high in the minds of the customer when he or she is deciding in which store to shop.

THIRD, the customer as a pedestrian usually has been given individual attention. Once he reaches the sidewalk his conflict with vehicular traffic ceases. He is then able to walk or window shop without having to watch for cars at every street corner. The sidewalks in most centers are covered providing shelter from the elements plus psychologically giving the individual a feeling of being inside the stores when really he is still on the sidewalk. The canopy also gives a sense of unity to the shops and scale to the shoppers. Signs can be displayed beneath the canopy eliminating much of the clutter seen on second stories of downtown buildings.

FOURTH, and very important, shopping centers are new and being new are eager to establish new customers and attract new shoppers to their merchandise. To do this the centers conduct extensive advertising campaigns not only for the individual shops of the center, but for the center as a whole, as a one stop shopping place for all goods. Also merchandising methods are changed to maintain the best possible means of displaying, storing and generally selling goods. The interiors as well as the exteriors of the shops are well lighted, clean and generally kept in good repair, giving the total effect of a desirable place to shop.



None of the items mentioned above are the sole property of shopping centers. It is only that shopping centers have developed these amenities in order to have a successful business while the downtown area has historically developed on an individual basis and continues on that same basis today with very little group effort or exchange of ideas. The central core of Roxboro can and will have to provide all of the above mentioned items to some extent if it expects to grow, thrive and avoid eventual loss of business. Convenient and ample off-street parking must be provided: the downtown traffic patterns must be organized and planned to such an extent that customers are able to circulate within the core with a minimum of congestion, also the core area must be tied directly to the residential areas on the fringe of the City, giving easy access to county and rural shoppers.

Pedestrian arcades, malls, display and circulation areas must be developed to connect off-street parking areas which lead directly into a tight or compact retail shopping area. Street furniture and landscaping in the form of tree planting, planter boxes, blooming plant beds, water fountains, reflection pools, benches, display structures and many other similar items; and last, the shops, stores, and offices must be given new emphasis either a new character or a re-establishment of an existing character that has over a number of years grown lax in its sales vigor allowing the premises to become outdated.

The downtown merchants need to form organizations or use an existing group to promote the core area as a unit; a whole, a place to shop, to have unified sales on special occasions or create occasions which are unique to the core area. The downtown areas must maintain the identity of "a place" and not as just a collection of shops and stores. The features mentioned above are only abstract ideas and will remain only in the minds of a few unless there is a great deal of cooperation, interest and work on the parts of all of the downtown merchants. Turning an idea or a paper plan into a reality is extremely involved and if done properly, usually takes many years and much patience. Merchants, city fathers and citizens at large must be sold the idea until it is understood

and adopted as a group effort. Then, staging, financing, delegating of responsibility, choosing professionals, and the many other aspects which turn plans into reality must be activated.

## OBJECTIVES

Roxboro's downtown should be planned so that it will become an integral part of the everyday life of the town and surrounding township. There is no reason to believe that Roxboro will ever be anything but a small town for many years to come and for this reason, it should plan its growth accordingly. To imitate Durham, Burlington, or Raleigh in the character of its downtown development is impossible financially and is greatly out of character.

One of the major attributes of small cities and towns is a sense of scale. Buildings are limited in size and more in scale with man. The trees that line Main Street nearly follow him right into the downtown area. In a small town man's buildings and nature's trees should flow together, trees and plantings should be developed downtown to create and retain the intimate scale and provide a balance of nature with buildings.

The functional necessity of the automobile circulation and parking should be foremost, but it should not dominate the entire downtown in such a manner that it detracts from all other functions which take place there. Automobiles should either be moving on major streets or parked in off-street parking lots which are readily accessible. They should not be competing with pedestrians shopping within the main downtown area.

The plan should attempt to create a community of shops and stores related to all the other functions of downtown within which pedestrians will be able to walk conveniently without thought of danger to themselves or their children from automobiles or trucks. And, within an area which is attractive, clean and efficient.

This plan should also provide downtown with a specific identity in which local residents may have pride and visitors will appreciate and remember.

#### PLANNING OBJECTIVES FOR THE DOWNTOWN

- 1) TO CREATE A DYNAMIC DOWNTOWN WHICH WILL ACT AS THE REGIONAL CENTER OF BUSINESS AND CIVIC ACTIVITIES FOR ROXBORO AND PERSON COUNTY BY ENCOURAGING A WIDE VARIETY OF FUNCTIONS.
- 2) TO CREATE AN EFFICIENT TRAFFIC CIRCULATION SYSTEM WHICH WILL PROVIDE EFFICIENT ACCESS TO, AROUND, AND CIRCULATION IN THE CORE AREA.
- 3) TO PROVIDE ADEQUATE PARKING FACILITIES CONVENIENTLY LOCATED TO THE MAJOR AREAS OF ACTIVITIES.
- 4) TO ESTABLISH EFFICIENT PEDESTRIAN CIRCULATION CONVENIENTLY FROM SHOP TO SHOP WITHOUT THOUGHT OF DANGER TO THEMSELVES OR THEIR CHILDREN FROM VEHICLES.
- 5) TO PROVIDE ADDITIONAL BUILDING SPACE SUFFICIENT FOR FUTURE EXPANSION OF BUSINESS ESTABLISHMENTS THROUGH DENSE DEVELOPMENT OF THE DOWNTOWN AREA.
- 6) TO IMPLEMENT THE PLANNING OBJECTIVES IN SUCH A WAY THAT AN ATTRACTIVE AND PLEASANT DOWNTOWN AREA WILL RESULT CAUSING NOT ONLY NEW BUSINESS TO OCCUR, BUT CREATING A SENSE OF PRIDE FOR THE DOWNTOWN AREA ON THE PART OF ALL OF ROXBORO'S CITIZENS.









## Merchants Survey

There were 72 downtown merchants who returned questionnaires and the average merchant might be considered as follows: He leases his building and estimates that his dollar receipts are received more or less as follows:

30 percent within Roxboro City Limits

30 percent within Roxboro Township

30 percent within remainder of Person County

10 percent outside Person County

Of the approximately 500 employees 60 percent or 300 drive their automobiles to work daily, but only 138 off-street parking spaces are provided for them by merchants which leaves a deficit of over 162 spaces. The merchants agree that parking is in short supply, favor taking it off Main Street, but would not contribute financially to provide for off-street parking. And like their customers they do not like one-way street systems.

Most of the merchants at the time of the survey did not think that Woody Village Shopping Center was effecting their business, 40 percent are planning to expand and to make improvements within the downtown area. Although the merchants indicate that they would cooperate with the downtown plan they would not participate financially in creating a unified canopy along store fronts, in providing a containerized garbage collection system or in beautifying downtown by purchasing plants, trees or containers in which the City might install and maintain them. It might be assumed that the majority of the negative answers were made because of the lack of information about the particular question and that if more details were provided or worked out merchants would be in favor of more projects requiring financial participation.

## APPEARANCE

The buildings and stores of downtown Roxboro are quite varied in their appearance. Many of the buildings are old with no significant characteristics so that their age and poor maintenance attract the most attention. There are two old buildings with interesting architectural features that add to the overall image of downtown. Most of the buildings are two stories in height, but the Roxboro Building which is four stories creates a strong impression on the corner of Reams and Main.

Since Main Street runs along the top of a ridge, those buildings facing Main create a barrier so that it is impossible to realize that the land slopes off to the east and west except at street intersections. And although the location on the ridge provides some difficult traffic circulation problems it does create a potential for some very attractive views or vistas. At the present time only the potential exists since most of the buildings along these side streets are not attractively maintained. The new city building creates a most attractive culmination to the vista down Abbitt Street, but this is marred by the large ugly power lines that service the courthouse.





#### PRINCIPLES FOR THE IMPROVEMENT OF SIGNS

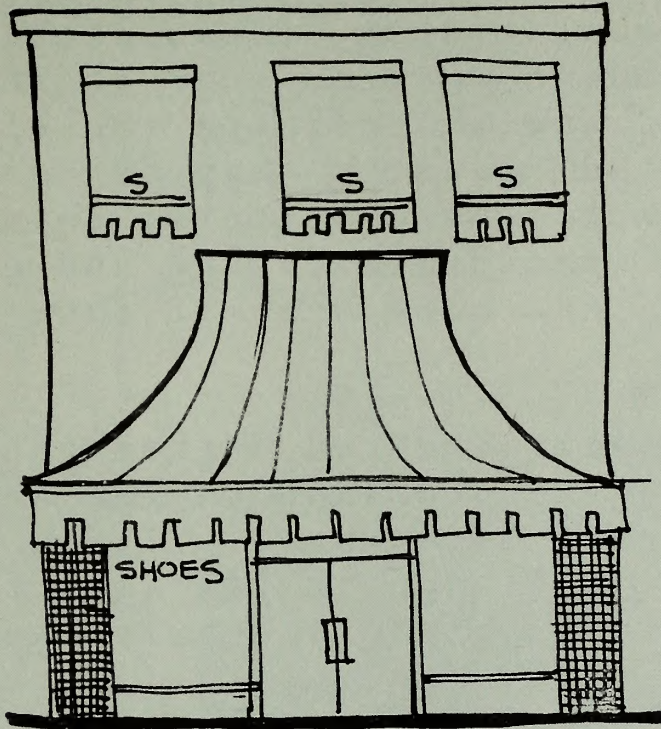
1. EACH ESTABLISHMENT SHOULD HAVE ONLY ONE NAME SIGN AND NO PRODUCT ADVERTISEMENT.
2. WHEN A SIGN IS NOT AN INTEGRAL PART OF A STORE FRONT THE MAXIMUM SQUARE FOOTAGE SHOULD BE LIMITED TO THREE TIMES THE LINEAL FEET OF THE BUILDING FRONTAGE.
3. WHEN A SIGN IS AN INTEGRAL PART OF A STORE FRONT THE MAXIMUM SIZE OF THE ACTUAL SPACE COVERED BY LETTERING SHOULD BE LIMITED TO ONE AND ONE-HALF TIMES THE LINEAL FEET OF THE BUILDING FRONTAGE.
4. NO SIGN OR LETTERING SHOULD PROJECT ABOVE THE BUILDINGS PARAPET WALL OR INTO THE PEDESTRIAN LEVEL.
5. PROJECTING SIGNS SHOULD BE LIMITED TO 42 INCHES FROM THE FACE OF THE BUILDINGS, A MINIMUM OF 12 FEET FROM THE SIDEWALK AND THE MAXIMUM AREA ALLOWED SHOULD BE LIMITED TO TWO TIMES THE LINEAL FEET OF BUILDING FRONTAGE.
6. NO SIGN SHOULD BE PAINTED OR PASTED DIRECTLY UPON ANY WALL.

## SHOP FRONTS

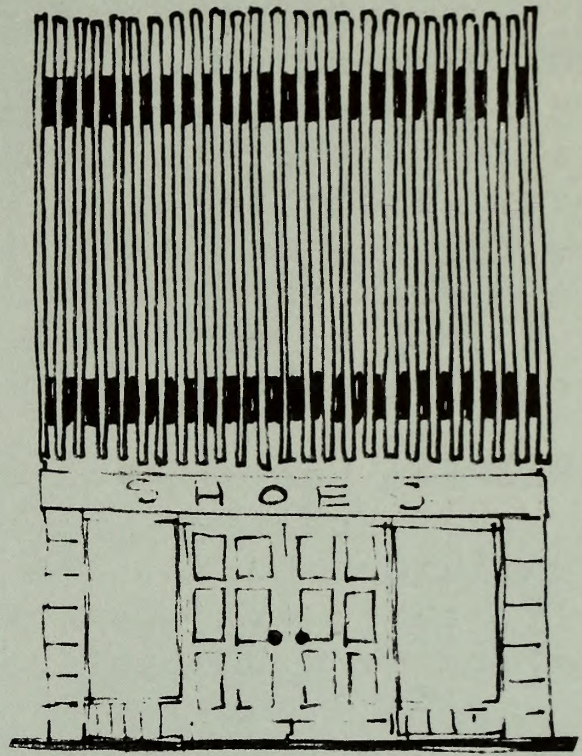
The building facades or shop fronts within Downtown Rox-boro on the whole speak for themselves. One has only to glance up at the upper floors to understand what has happened in the past.

Over the years, neglect, normal ageing, bad repairs, the collecting of signs, vacant rooms and stored merchandise leaning against windows has gradually gotten worse until most people accept the downtown for what it has become today rather than trying to see what it could be today or even more so, tomorrow. This situation is not unusual at all and in fact is happening through the Country. The biggest step toward solving this situation is first to recognize that the problem exists. And, then to make as many other people aware of it as possible. Then and only then, can there be any concentrated effort to give the existing buildings a facelifting.

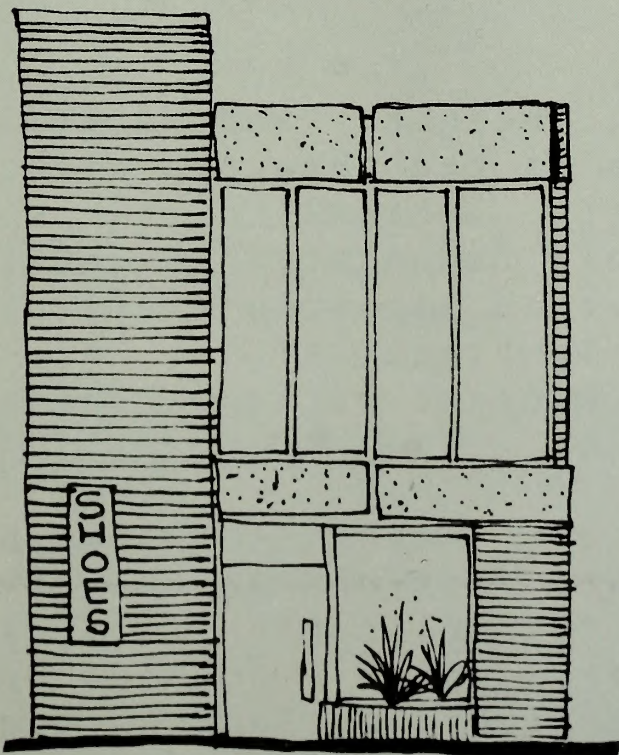
The upgrading of a store front offers unlimited possibilities to the merchants. Remodeling may range anywhere from a new coat of paint and the removing of a few cluttered signs to the complete removal and rebuilding of a shop front. Very often a great deal can be accomplished by simple cleanup fixup methods, but this also tends to be a short term gain and soon the situation is much the same as before. One policy which will cost more at first but will pay for itself over the years, is the use of professionally trained people such as architects. These people know the many different possibilities and are able to select the best design for the amount of money to be spent. A sales representative for a particular re-fronting material is hardly going to give an impartial opinion as to design or selection of material. It is only logical to want to get the maximum results for every dollar spent and it again is logical to select someone who has been trained and is a practicing professional to provide the knowledge and experience needed to produce the best design.



AWNINGS



WOOD



BRICK



CURTAIN WALL

## CANOPIES

Many towns throughout North Carolina have erected or are in the process of erecting some system of canopies. Many of these towns have formed downtown groups or organizations to have plans prepared and coordinate the efforts of many individuals. The end results may or may not prove to be a financial boom to the particular town, but it is a step which provides immediate change and generates a feeling of newness to the core area if done on a large enough scale.

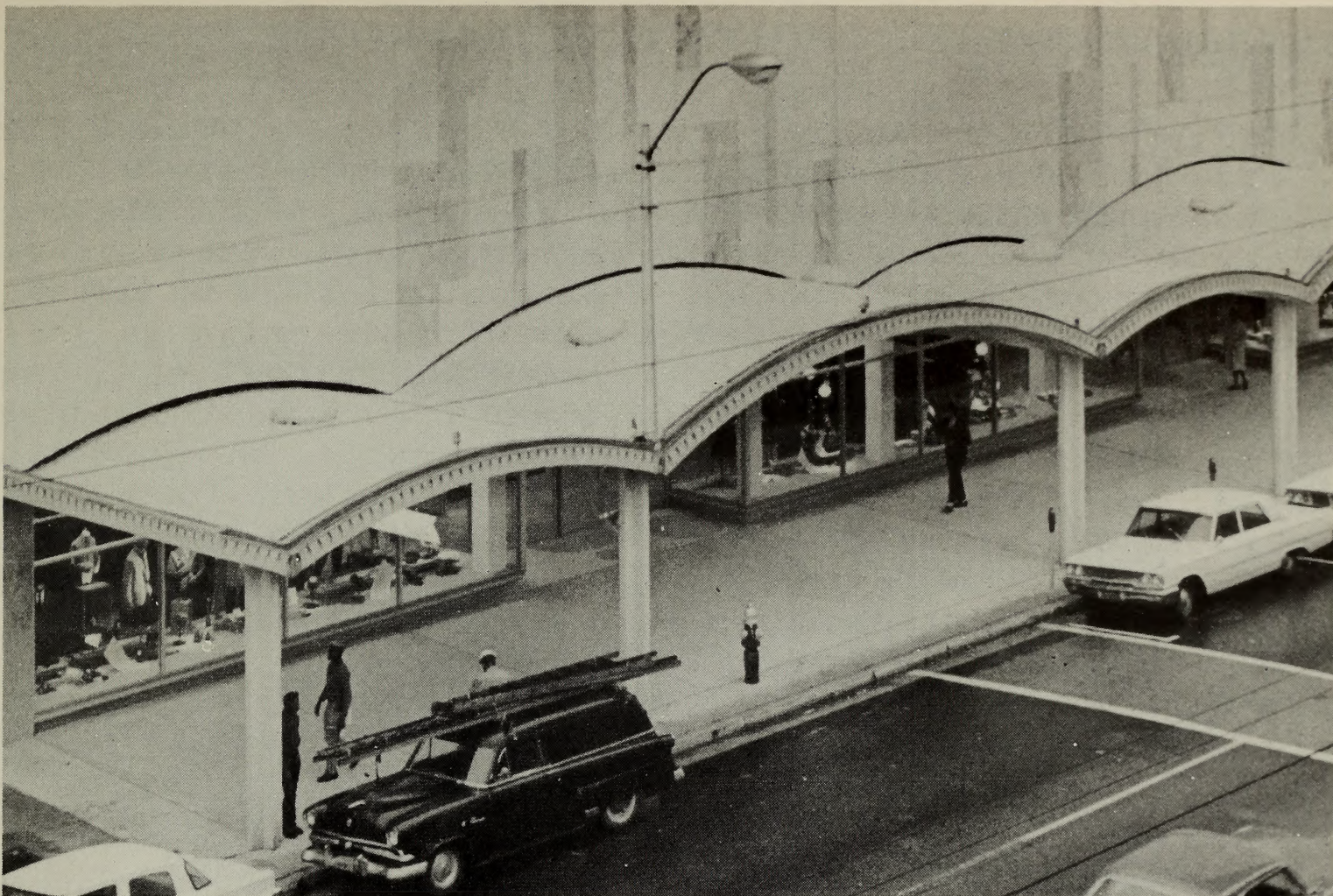
Roxboro has had several canopies erected within the downtown area recently which give a pleasing appearance to the building and to the street as a whole. It is quite likely that more canopies will appear in the future therefore some thought should be given to their use.

Canopies provide shelter and relief from the weather for a merchant's customers and at the same time gives the customer a sense of being partially in the shop while standing on the sidewalk and shades the store and displayed merchandise.

## INDIVIDUAL CANOPIES

Canopies vary in size, width, height, and material and style from the heavy marquees of the theaters with their lighted background and plastic letters to the weather worn canvas awnings with their faded stripes and frayed edges. A large store may have an imposing steel or concrete canopy with built-in lighting, signs, and music while his neighbor may be content with a residential style canvas or aluminum awning.

The variety which occurs within a city block can be extreme indeed, but between these extremes is the "typical" aluminum wall supported awning projecting from six to ten feet over the sidewalk. These have been used because of the low cost, ease of erection and lack of required maintenance. Unfortunately, this type of canopy has many variations and is often hung at different levels along adjoining stores.



## UNIFIED CANOPIES

Canopies which run the entire length of a block give stores at the pedestrian level a sense of unity. This element of unification simplifies much of the clutter of today's business district and relates a number of diverse store fronts within the same block. By using a block length canopy the customer or pedestrian is sheltered at all times and more important the ceiling overhead brings the shop fronts down to a scale which is more human and similar to inside space. Large signs would be removed and replaced by smaller pedestrian oriented signs under the canopy which would not detract from the blocks overall appearance and would be far easier for pedestrians to identify.

The unified canopy cannot be an individual project. In order that the system succeed it will be necessary that an overall plan be drawn up by qualified professional people who will see to it that the system is installed to the best advantage. If a block length canopy is constructed by individual negotiations with each store owner the final results may hardly be worth the effort. It would only be through group cooperation and a planned design for a block length canopy that any significant results could be achieved.

Canopies are, of course, no cure-all, for any downtown area; a poorly designed or installed canopy just complicates the existing situation that much more. In fact it may well be determined that other items such as landscaping, sidewalk widening, or any number of other projects are more desperately needed. If a need is determined and the business district is suitable for a unified canopy a qualified professional architect should be contacted.

Many canopies are too expensive and others are eliminated due to their light structural characteristics and inability to stand-up against wind and weather. Another important consideration which affects the cost is the contractors familiarity of materials and methods of construction. This will make a great deal of difference not only in the costs, but in the finished product.





## AWNINGS

As we look at canvas awnings we see perhaps the oldest form of covering used in commercial trade. Merchants have used awnings for many years but new materials and dyes offer a whole new range of fabrics and many patterns and colors which will last as long as five to ten years with proper maintenance. Flexibility of canvas both in design and color leaves the possibilities limited only by the designers imagination. Festive, almost fair like atmospheres can be created or very formal and sedate appearances can be set, depending on what is desired. After several years awnings may be replaced with a new and different color, thereby, giving the store front a new and fresh appearance.

## PRINCIPLES FOR IMPROVING THE CANOPY AREA

- A. IF A UNIFIED CANOPY ACROSS THE ENTIRE BLOCK IS USED:
1. KEEP CANOPIES AS SIMPLE AS POSSIBLE BY USING ONLY A FEW MATERIALS AND COLORS.
  2. CONSTRUCT CANOPY AT A UNIFORM LEVEL ALONG THE ENTIRE BLOCK.
  3. INCORPORATE SMALL PEDESTRIAN ORIENTED SIGNS UNDER THE CANOPIES ALONG WITH LIGHTING AND SOUND.
  4. COMBINE ITEMS SUCH AS PARKING METERS AND DOWN-SPOUTS INTO SUPPORT COLUMNS WHEN POSSIBLE.
  5. CONSULT WITH ARCHITECTS OR ENGINEERS AS TO THE TYPE AND FINAL APPEARANCE OF THE CANOPY.
- B. IF STORES PROVIDE THEIR OWN INDIVIDUAL CANOPIES:
1. USE SOLID COLORED CANVAS AS A RULE WITH A FEW PATTERNS OR STRIPES ALONG THE STREET FOR CONTRAST.
  2. COORDINATE COLORS WITH THOSE OF THE OVERALL COLOR SCHEME FOR THE BUILDING AND BLOCK.
  3. REPAIR OR REPLACE OLD OR FADED AWNINGS BEFORE THEY BECOME DILAPIDATED AND FURTHER DETRACT FROM THE STREET SCENE.

## TREE PLANTING

The value of having trees is one of the amenities that cannot be measured in dollars and cents, but definitely has a great influence on the character of the Central Business District. The image that the core area conveys must be pleasant in the minds of the shoppers. Trees, and landscaping in general, can have great influence in creating pleasant surroundings.

Large old trees come right to the edge of the Central Business District on North Main and South Main and then stop abruptly with only a small group around the courthouse. These trees and grassed areas, as was pointed out in a previous section of the report, provide a pleasant relief from the buildings and pavements. It is very desirable that a tree planting program be considered for Downtown Roxboro and that it be effected as part of the downtown revitalization program. Every effort should be made to preserve the existing trees and add to them. Trees should not only be used within the pedestrian areas and sidewalks, but also within the parking areas to soften the effects of the large areas of paving.

Trees should be selected which fit the area in which they are planted. Only certain small trees whose roots do not seriously affect underground utilities and whose size does not eventually cause danger to neighboring buildings and overhead utilities, should be used in street planting. Larger trees may be selected for planting within the more open larger areas within the downtown.



The first part of the report is devoted to a description of the experimental conditions. It is found that the rate of reaction is independent of the concentration of the reactants and is proportional to the square of the concentration of the catalyst. This is a characteristic feature of a catalyzed reaction. The rate of reaction is also independent of the concentration of the reactants and is proportional to the square of the concentration of the catalyst. This is a characteristic feature of a catalyzed reaction. The rate of reaction is also independent of the concentration of the reactants and is proportional to the square of the concentration of the catalyst. This is a characteristic feature of a catalyzed reaction.

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PRELIMINARY PLAN - INTRODUCTION

The Preliminary Plan for Downtown is based upon an anticipated needs for a twenty-year period and it will not be possible or desirable to carry out all of the recommendations in the immediate future. However, it will never be accomplished unless the recommendations are accepted as goals which the City and its citizens are going to actually accomplish. These goals are listed in order that day-to-day actions affecting the program will be made within the framework of the plan.

The plan is general in nature and provides a direction for City actions. Major changes will have to be made to be made in the future. These changes will have to be made by the City and its citizens. These professional should be consulted within which more detailed drawings can be made.

Many recommendations within the plan are of a long range and will require a long period of time to carry out. This is particularly true of the recommendations for long range planning. It is hoped that the recommendations will be carried out in a timely manner and that the plan will be a guide for the City and its citizens.

# THE PLAN

## PRELIMINARY PLAN - INTRODUCTION

The Preliminary Plan for Downtown is based upon the anticipated needs for a twenty-year period and it will not be possible or desirable to carry out all of its recommendations in the immediate future. However, it will never be accomplished unless its recommendations are accepted as goals which the City and its citizens are going to actually accomplish. These goals are needed in order that day-to-day actions affecting the downtown will be made within the framework of the plan.

The plan is general in nature and provides a sense of direction for City actions. Before construction can take place more detailed plans in the form of construction drawings will have to be made by traffic engineers, architects, landscape architects, and civil engineers. These professionals should use the plan as a basic framework within which more detailed design and working drawings can be made.

Many structures within the Central Business District core area will either be structurally unsafe or physically inadequate by the end of the twenty-year planning period. This in itself presents several problems in regards to long-term planning. If plans are made for the immediate future, two to five years, the gains will be relatively small and superficial, but they would be immediate and may produce short term gains. On the other hand, if a long range plan is adopted using the existing building and street system it may well be that most of this will have changed by the end of the planning program.

This comes down to two main points. First the City must begin to solve some of its immediate problems now without delay and second, a long-range plan must be adopted that will allow the City to grow little by little, and yet have guidelines which are flexible to the point that change from the plan will not render it completely void. If the design objectives are valid and fundamentally correct they will remain constant regardless of the physical improvements.

## TRAFFIC CIRCULATION

In order to develop the core or downtown area to its best advantage an inner loop system has been developed to move traffic in and around the core as efficiently as possible. This loop takes in or is adjacent to all of the present retail trade shops and stores. As can be seen on the accompanying map Gordon Street has been extended east from Main to intersect Foushee. When this extension is complete Gordon will form the South side of the inner loop. Foushee Street will have a double service. First it will form the East side of the inner loop and second, when it is fully improved to Winstead Street it will carry thru traffic around the Central Business District. Reams Street will have to be realigned at Main Street to form the Northern portion of the inner loop and Lamar Street will serve as the western side of the loop. One block further west Madison Boulevard is now serving and should continue to carry crosstown traffic around the downtown area. At present there is some threat that strip commercial development will develop so intensely that the volumes of traffic carried by Madison will be seriously decreased. This development should be controlled in such a manner that customer traffic leaving and entering the businesses will not interfere with the smooth flow of thru traffic.

One block North of Reams a new crosstown or downtown bypass will be developed when Morehead Street is improved east to Lamar Street and through the next block to Main to align with Winstead Street (improved) which ties into Foushee Street. This crosstown street will then eventually be extended from Foushee Street east across the railroad tracks, align with Marvin Street and connect with Mountain Road.

The need for Main Street as a traffic carrier will be eliminated by the completion of the inner loop. It is planned that once the downtown circulation system is complete and ample parking is available all on-street parking be eliminated on Main between Reams and Gordon Streets. Therefore this will allow Main to either be left open for vehicles to circulate, to pick-up and drop off passengers, or it can be closed to vehicular traffic and be developed into a pedestrian arcade or shopping mall.

## PARKING

Probably the single most important effort that can be made to revitalize Downtown Roxboro would be to provide adequate and convenient off-street parking. If customers have ample parking spaces which are easy to drive to and are paved, lighted, landscaped and close to the stores it is only logical that more and more people are going to use the space and therefore increase business within the area.

At present there are approximately 1000 parking spaces available in the downtown area. If these were all convenient, organized and available for customers, Roxboro would have a healthy parking situation. Unfortunately, only 400 of these spaces can be used by the public while the rest are used by employees and for private parking lots. Computing the present needs as related to the amount of floor space being used within the core area it was determined that approximately 700 spaces are needed for customers alone. And projecting this need for a twenty-year period the need will be over eleven hundred spaces if Roxboro continues to grow at its present rate.

To accomplish this, off-street parking has been arranged around the core area between the inner loop and the shopping areas. This would allow automobiles to approach the downtown area from any direction within the regional trade area, to circulate around the Central Business District until the desired shop or office was located, then leave the loop, pull into a paved parking facility and walk through a rear entrance or pedestrian access lane and into the core of the City.

Customers are almost totally committed to driving their cars when shopping and the next twenty years will see many more vehicles on the already crowded systems. Therefore the cities, towns and shopping centers that are able to provide ample parking now and in the future will be the markets that will succeed financially and maintain their places as competitive retail shopping areas.

To consider parking spaces alone is not a complete job. The ultimate success of a parking area may depend on many factors other than providing a 10 x 20 foot space.



If the lot has too long a parking limit it is likely to have a very low turnover with many employees using the spaces. Therefore it will be necessary to limit the time a space is to be used. This may be done with meters or by proper policing of posted time limits. A parking space must have proper turnover if it is to function as a true shopping space.

Other factors, as mentioned in the first paragraph, are becoming increasingly more important as integral parts of parking lots. Customers expect and will demand paving, good lighting, directional signs, marked spaces, landscaping and the many other items which generally improve the appearance and use of the lot.

## PEDESTRIAN CIRCULATION

The basis of the downtown plan is to tie the existing core of retail stores together in such a way that they form a unified shopping area with all the human amenities that please and generally make a shopping trip a pleasant and enjoyable experience.

Once a customer has reached the Central Business District, parked his car and begins to walk, his entire situation changes in regards to distance, weather and destination. As previously mentioned in the chapter on "Existing Situations" the pedestrian has been given little consideration as compared to the vehicle and the end product is an inhuman environment where the individual is squeezed between large buildings and fast moving vehicles.

When the pedestrian emerges from an off-street parking lot a paved walkway should be accessible to lead him directly to a rear entrance or to a pedestrian access which leads to a main shopping area. The pedestrian customer is entitled to more than just a bare strip of concrete to walk on. Why should not the paving patterns and colors vary as he walks along? Why should not small trees, shrubs and flowers be part of the walk? Why should not pools and bubbling fountains be seen and be heard along the way? Why should not sculpture and other art objects be displayed permanently throughout the shoppers walking area? Why should there not be areas set aside with benches and seats to stop and relax a moment?

Why should not there be larger display areas where new cars, boats, farm products, school projects and the like can be seen by all who pass by? And, why should not there be areas for people to congregate together, to sing during holidays, to have dances, to have school pep rallies or to hear political speeches? The answer is obvious. There should be a place for every function mentioned above and the many, many others that could be thought of. The downtown area must be thought of as a unified area for shopping and social activity rather than as a collection of shops and stores each operating independently.

## DESIGN

The Preliminary Design Plan for Downtown Roxboro is an attempt to unify the retail and business core of the City into a true shopping area which not only provides all of the shops, stores, domestic and professional services, but also creates a desirable atmosphere for social activities and the physical amenities that enhance and enrich daily life.

The Preliminary Plan can best be understood by looking at the accompanying plan, but generally the proposals are as follows:

The first consideration must deal with fundamentals.

In the core area this means off-street parking and efficient vehicular circulation. These will be a fundamental prerequisite to any development in the Central Business District. It will do little good to have a desirable shopping area if customers do not have easy access to it. This accessibility is discussed more thoroughly later in this chapter.

The second feature of the plan recommends that as a first step, some of the on-street parking spaces be removed and replaced with trees, shrubbery and benches in order that some relief be available from the hard building and paving materials throughout the Central Business District. These first spaces, in order to tie into the overall plan, should be on Main Street between the Methodist Church and Gordon Street.

Court Street, between Lamar and Main Street, and Abbitt Street will eventually be closed to vehiculars and turned entirely over to pedestrian traffic. These street closures will leave the courthouse in a park like setting which will potentially create a pleasant space for displays and pedestrian circulation without conflict of automobiles. It is then proposed that Main Street can be entirely closed and turned into a shopping street or pedestrian area with trees, benches, fountains, sculpture, paving materials and landscaping in general.

The plan also shows several alleys as being converted to well lighted and landscaped access ways from rear parking lots to Main Street. In other places buildings will have to be removed to allow for the development of pedestrian access to the main shopping areas. It will also be logical for stores and shops to remodel the rears of their business in order to encourage customers to walk through them in route to the shopping areas.

At present Downtown Roxboro's ability to expand is limited by its physical development. The need for new space for new and enlarging business is demonstrated by vacant stores on Main Street and other business which have located on Madison Boulevard and North rather than downtown. More space is needed if Downtown Roxboro is going to remain as a competitive regional shopping area.

The needed space is available and it is within two-hundred feet of Main Street. The area just East of Main Street to the rear of the existing businesses at present contains two large tobacco warehouses, some disorganized employee parking and several overgrown vacant lots. The space is directly behind the highest valued per front foot property in the entire City, yet it is being used for employees parking, trash collection and many other non-profitable uses. Obviously this property and other similar property throughout the downtown area is too valuable to be used in this manner. The Preliminary Plan has two approaches to this situation. Both approaches aim for the same basic results, but accomplish them in different ways.

## PLAN I

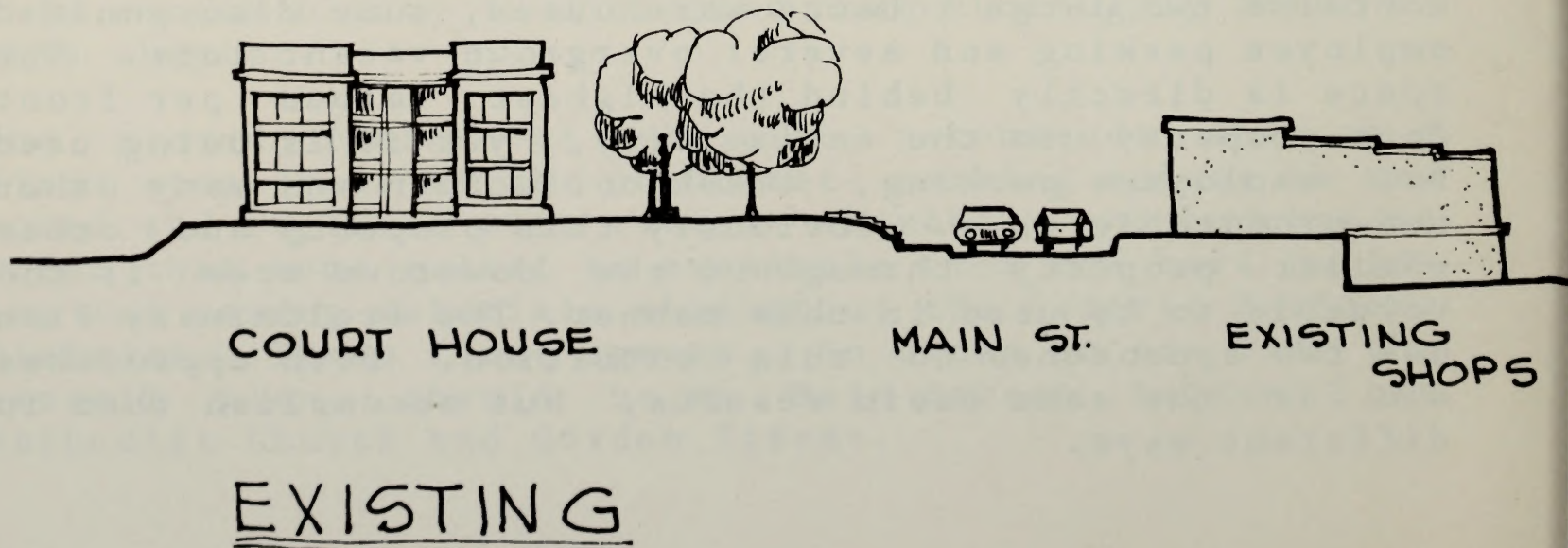
Plan I proposes that as a basis for revitalization a redevelopment authority be established and this group using Urban Renewal acquire all the property within the block bounded by Main, Reams, Foushee and Gordon Streets. The block would then be cleared from the rear of the existing stores east to Foushee Street. This would provide open area which would be developed with buildings and off-street parking. The plan provides for a central square or plaza area with the new buildings surrounding it.

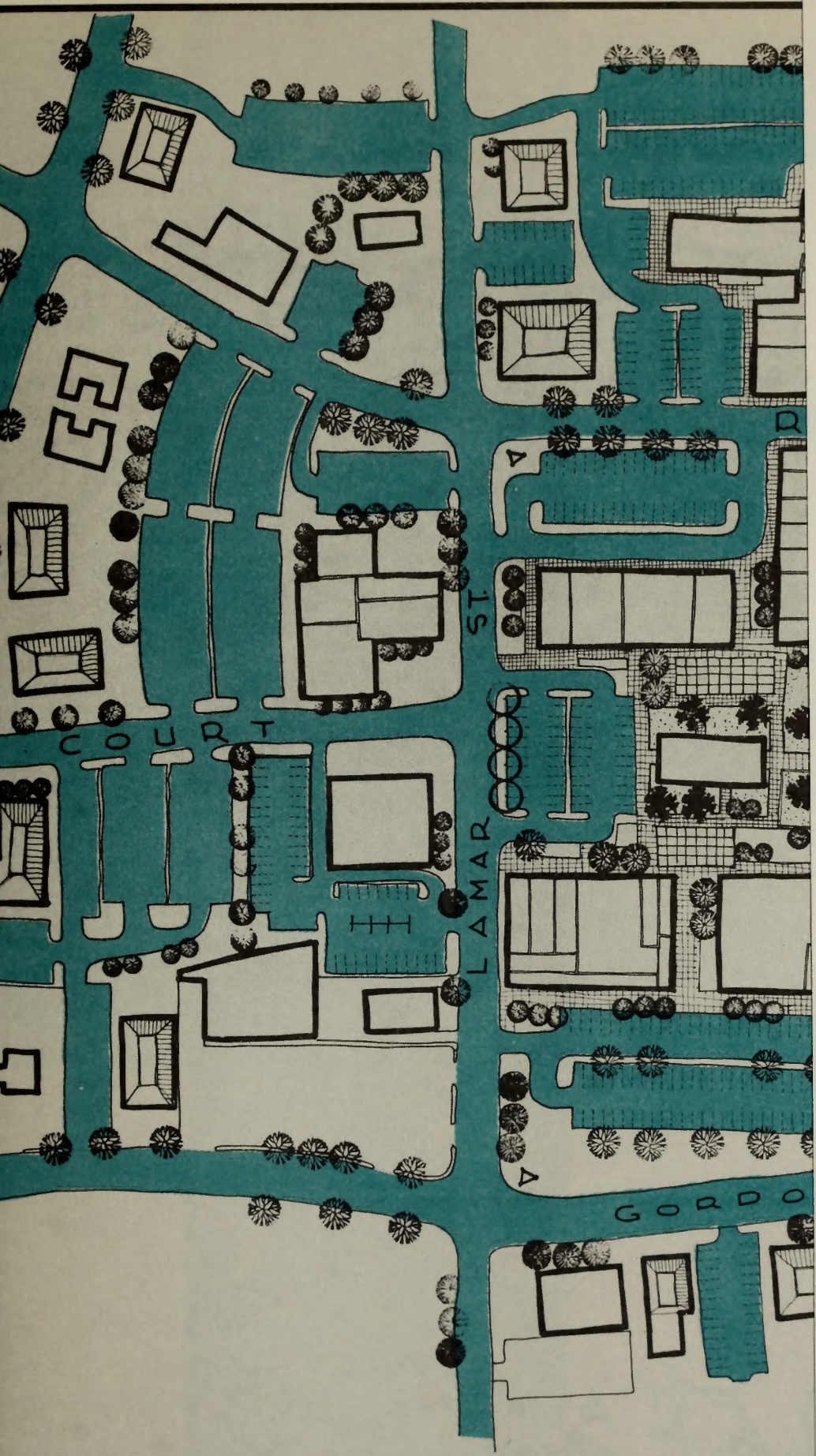
When the first buildings were completed the business which presently occupies the stores and shops east of Main Street would move to the new structures to the rear. When all of the business and offices have been relocated the present structures could be removed and the land cleared for more new structures, parking and the completion of the pedestrian mall or square.

The principal advantage of this process of development is that it allows the entire block to be redeveloped and the established business would not have to be displaced during construction or destruction.

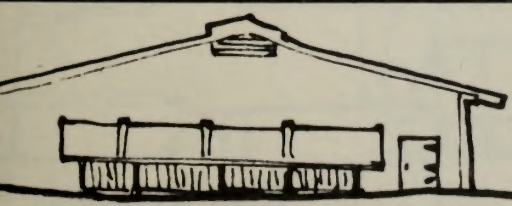
Another advantage is that once the land was acquired by the Redevelopment Commission and resold to the relocating business many more shops would become owner operated which usually generates a better business atmosphere.

This redevelopment does not have to be confined to this one block. The area can be defined and developed in larger areas depending on the need determined by the Roxboro Redevelopment Commission.





VEHICULAR CITY



WAREHOUSE



RESIDENCE

## PLAN I

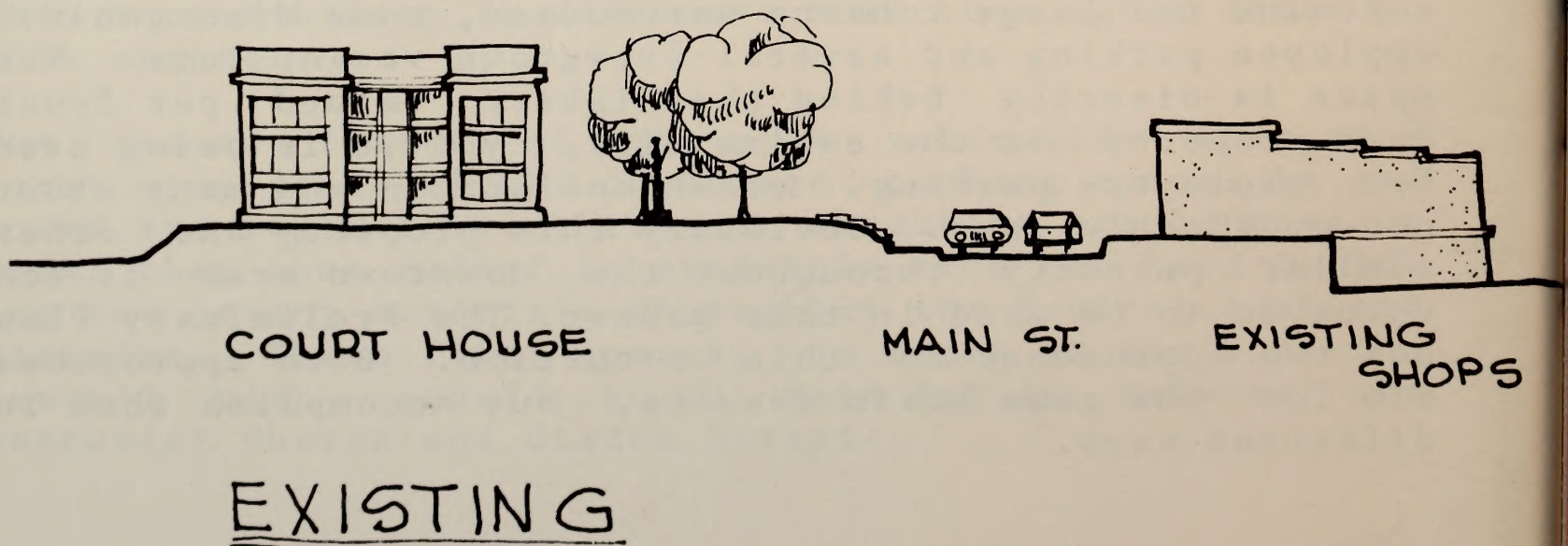
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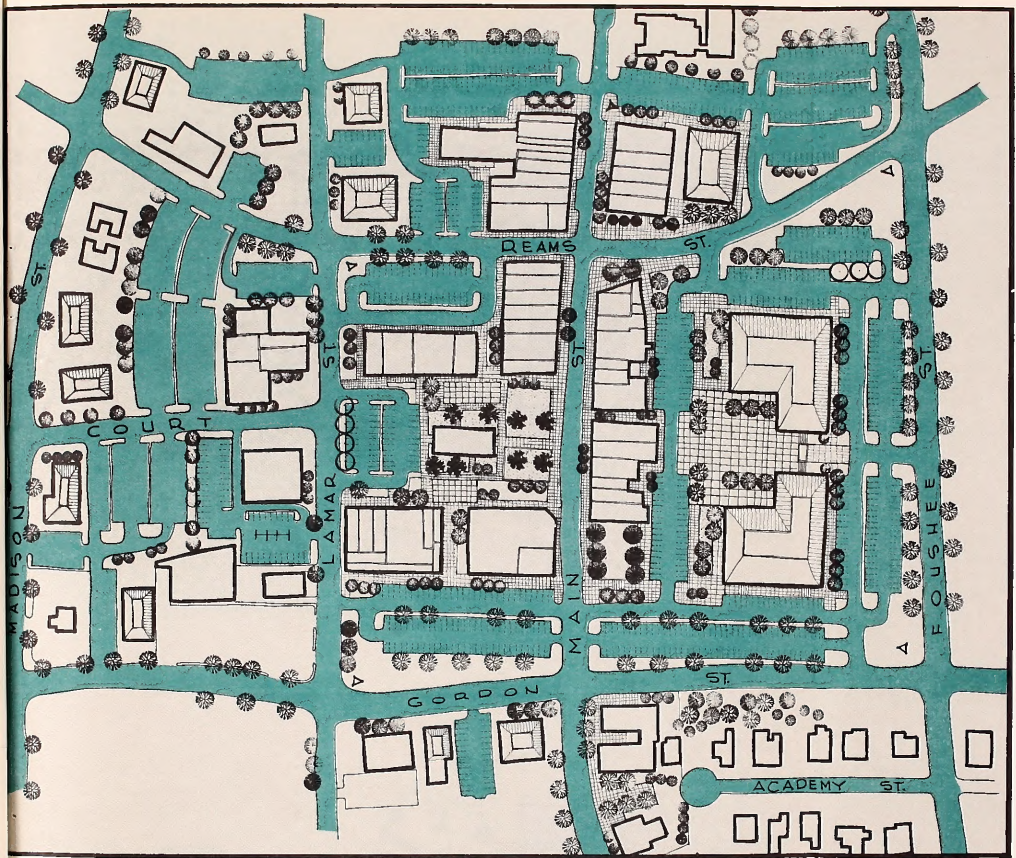
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VEHICULAR CIRCULATION & PARKING - STAGE I

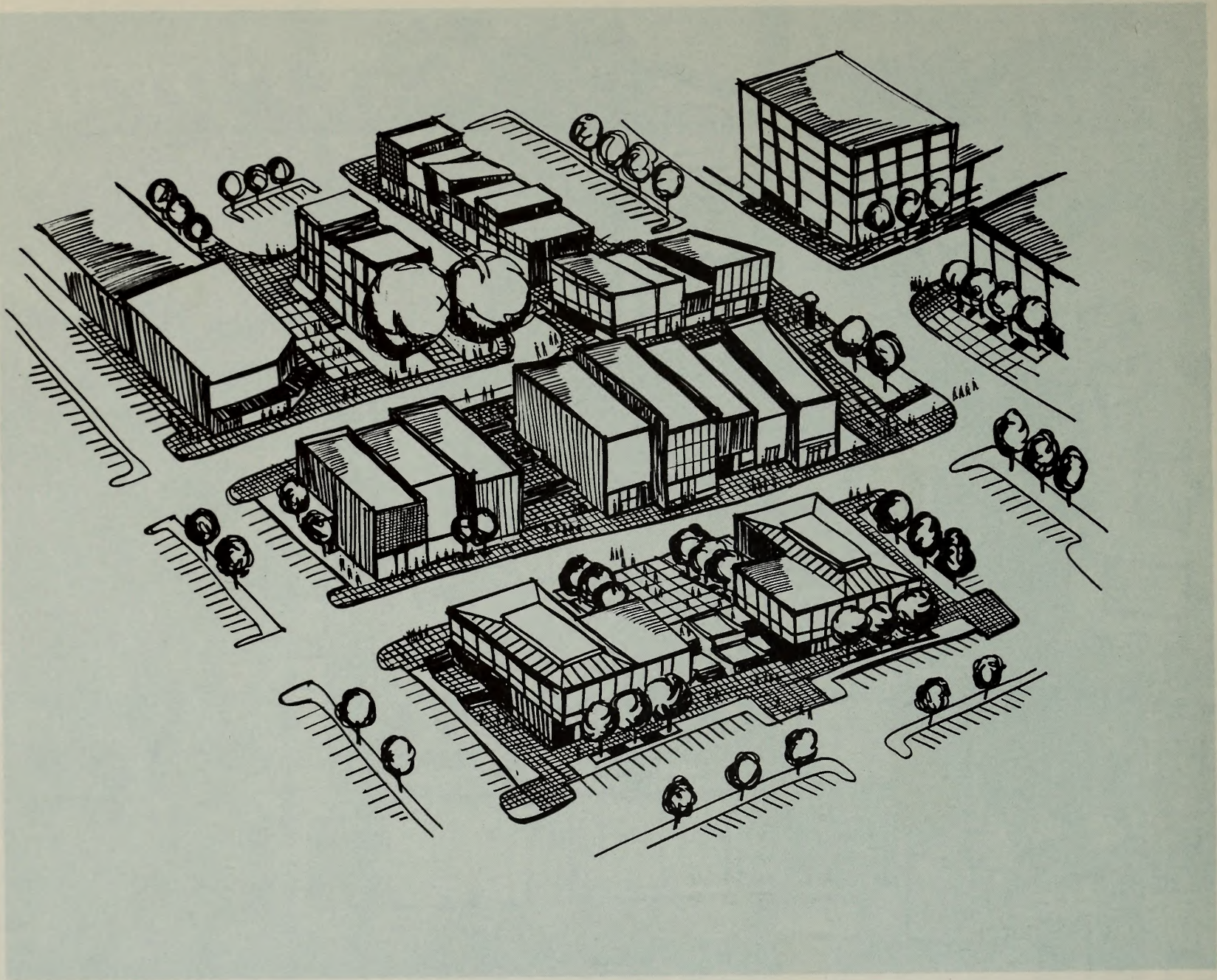


WAREHOUSE



RESIDENCE

FOUSHEE ST.



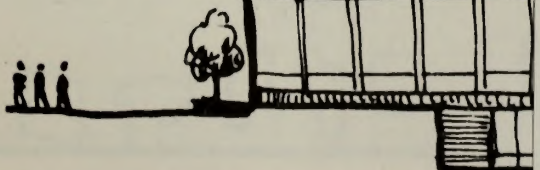
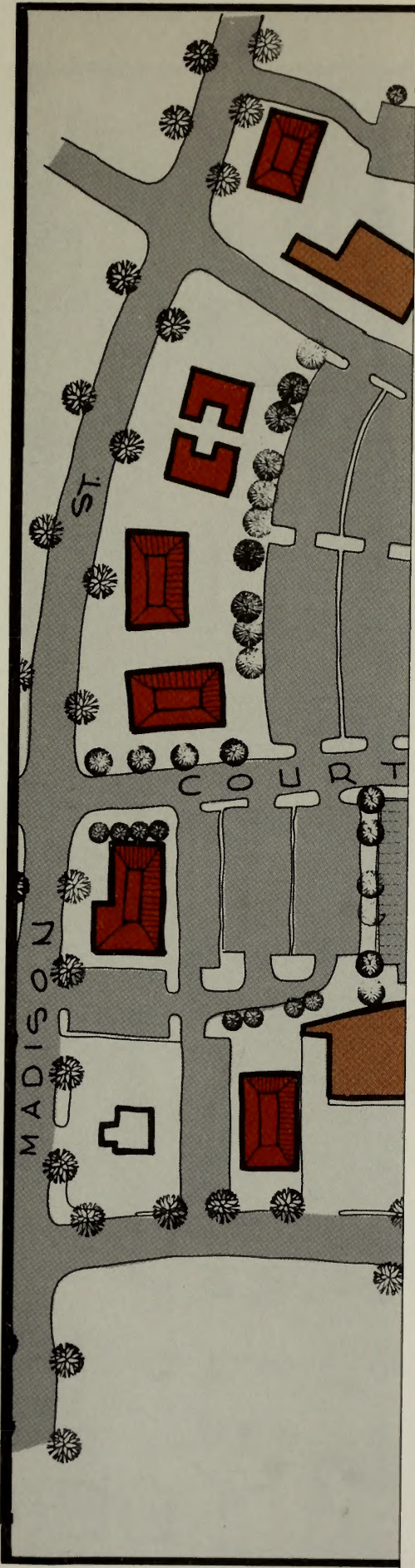
COURT HOUSE

MAIN ST.

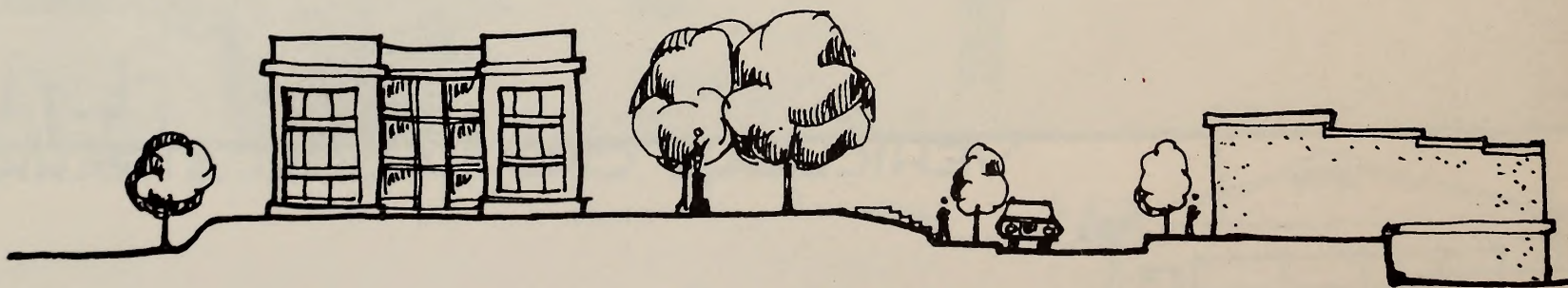
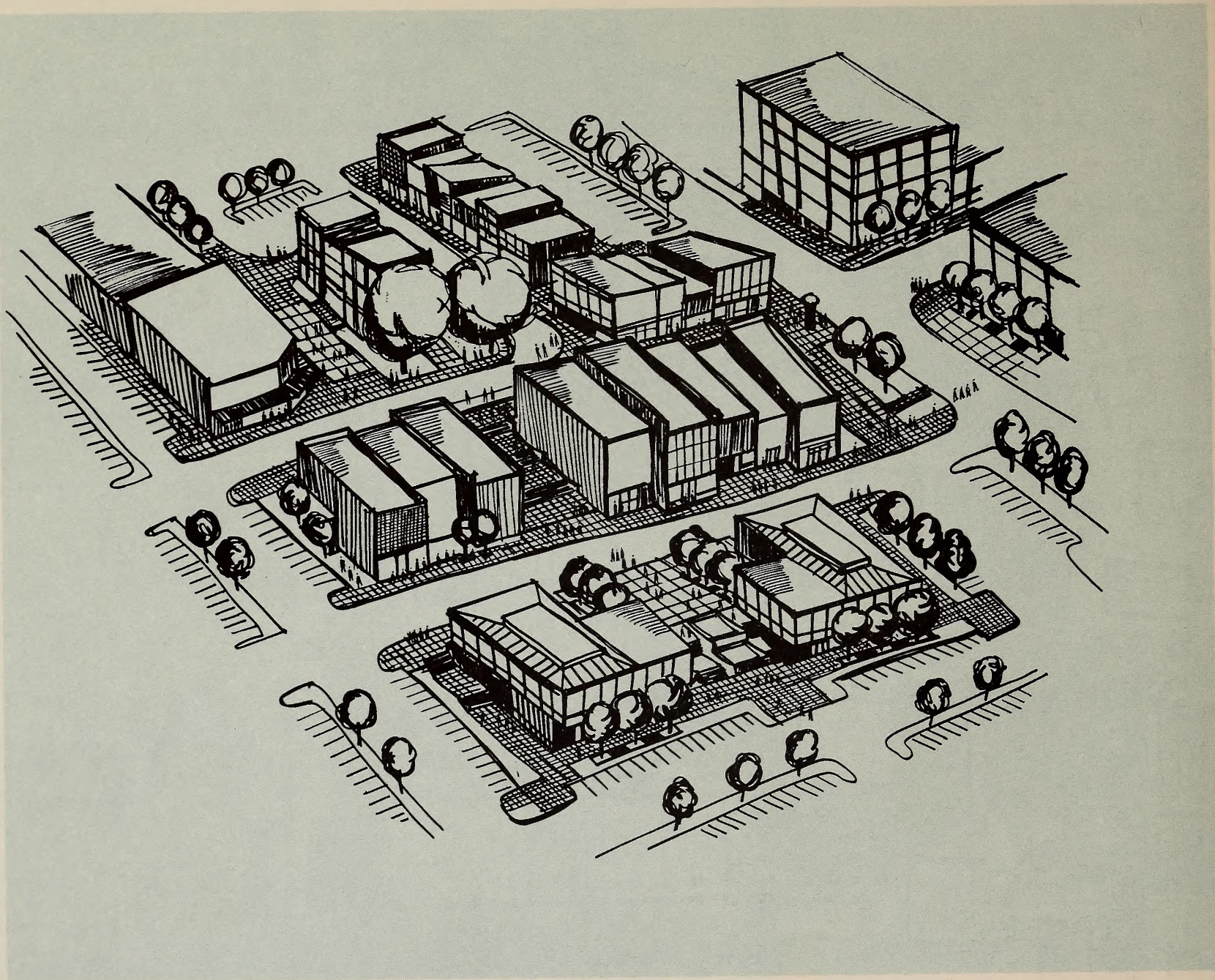
EXISTING SHOPS

STAGE I





NEW BUILDING



COURT HOUSE

MAIN ST.

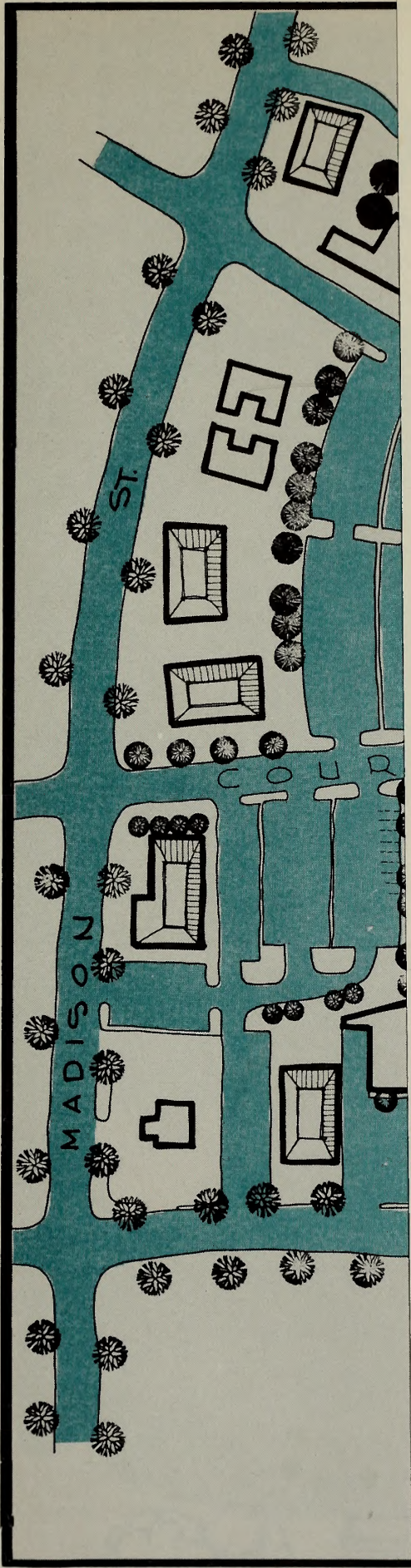
EXISTING  
SHOPS

STAGE I

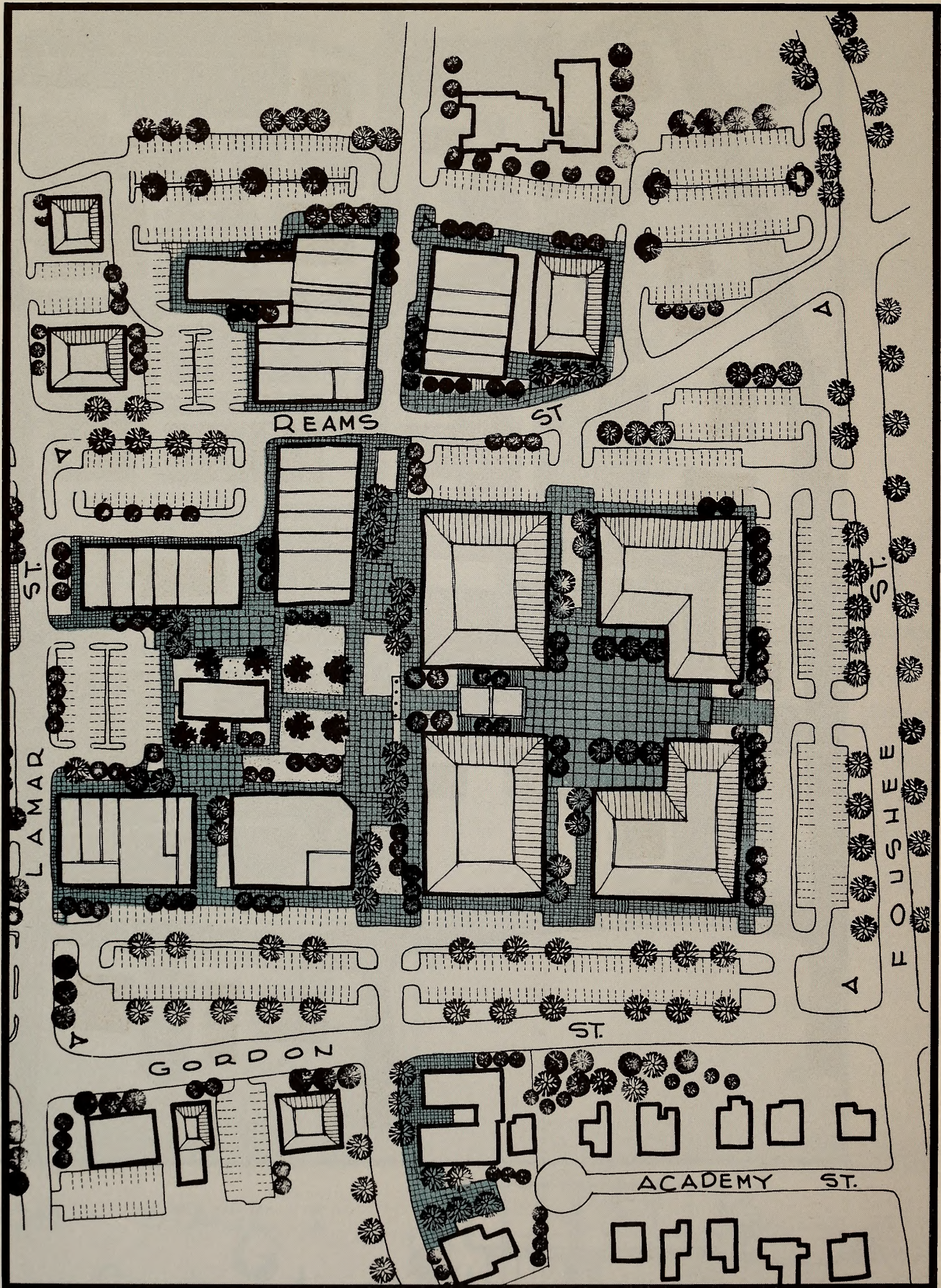




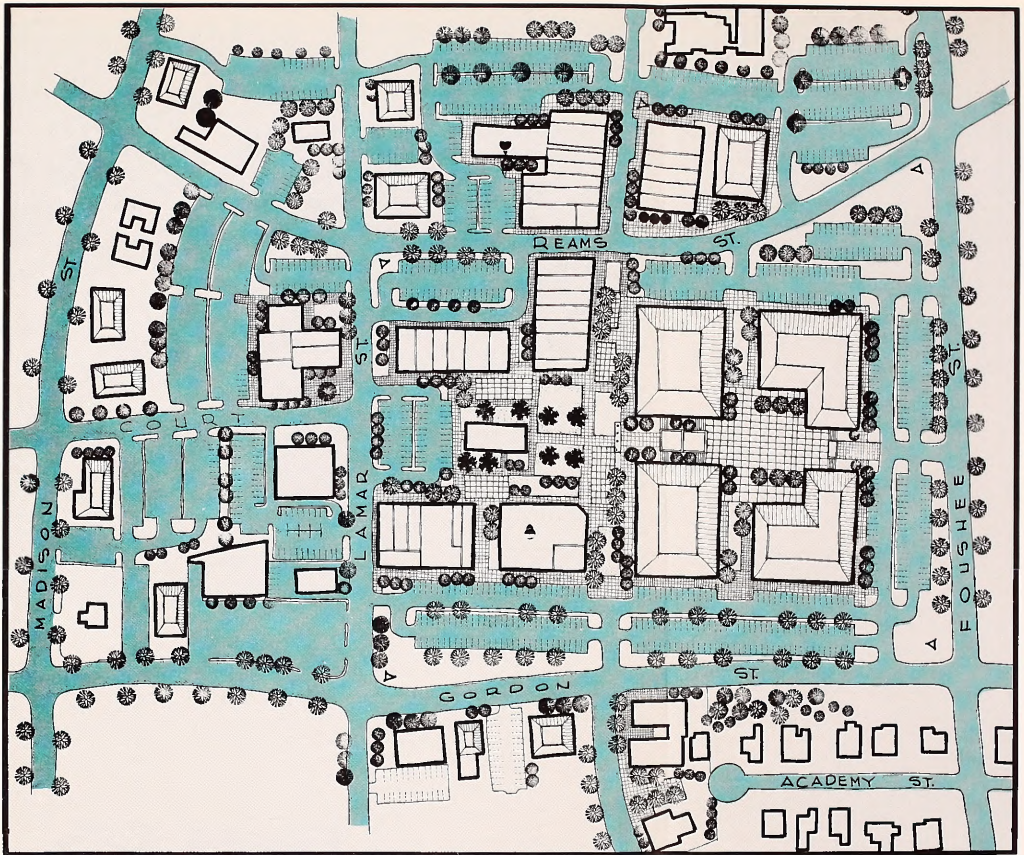
PEDESTRIAN CIRCULATION - STAGE II



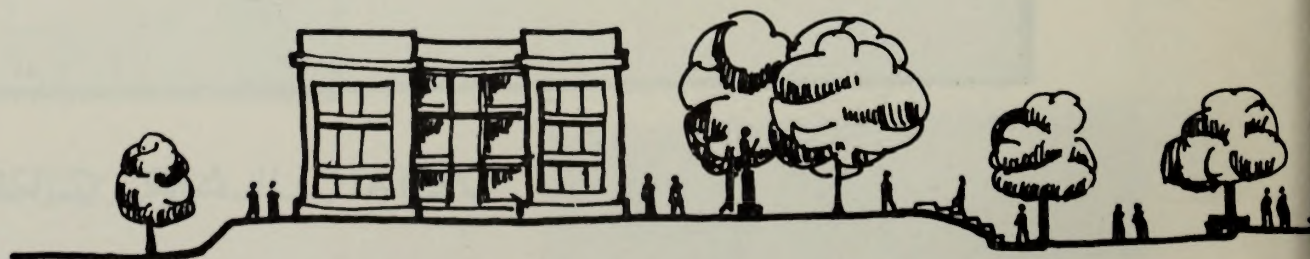
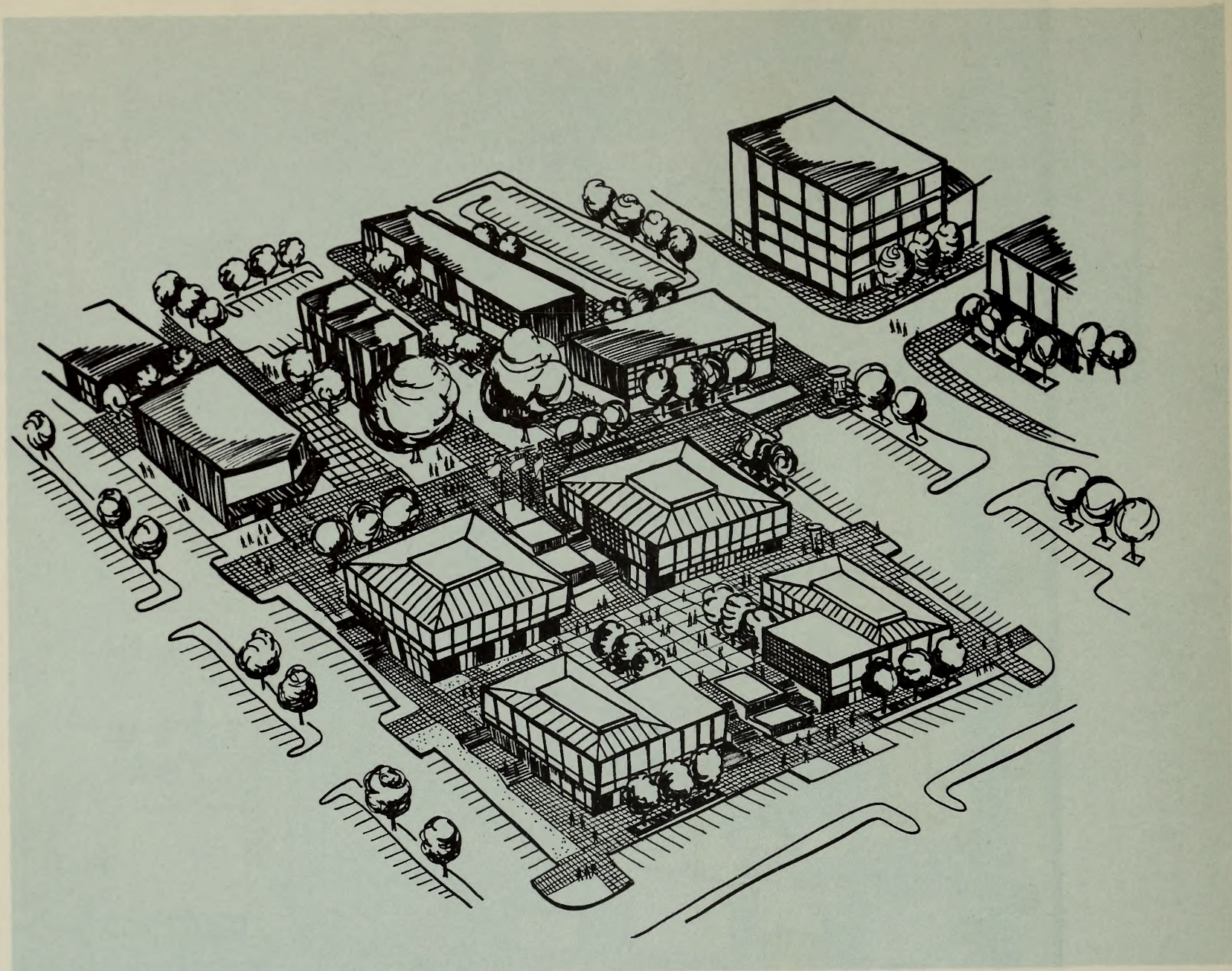
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PEDESTRIAN CIRCULATION - STAGE II



VEHICULAR CIRCULATION & PARKING - STAGE II

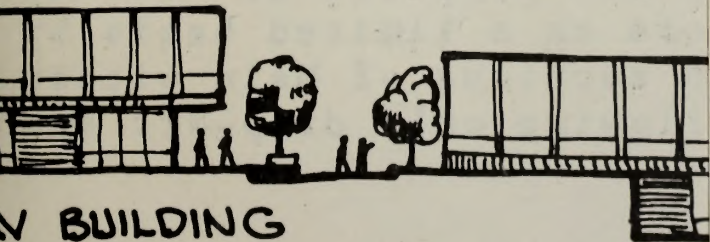
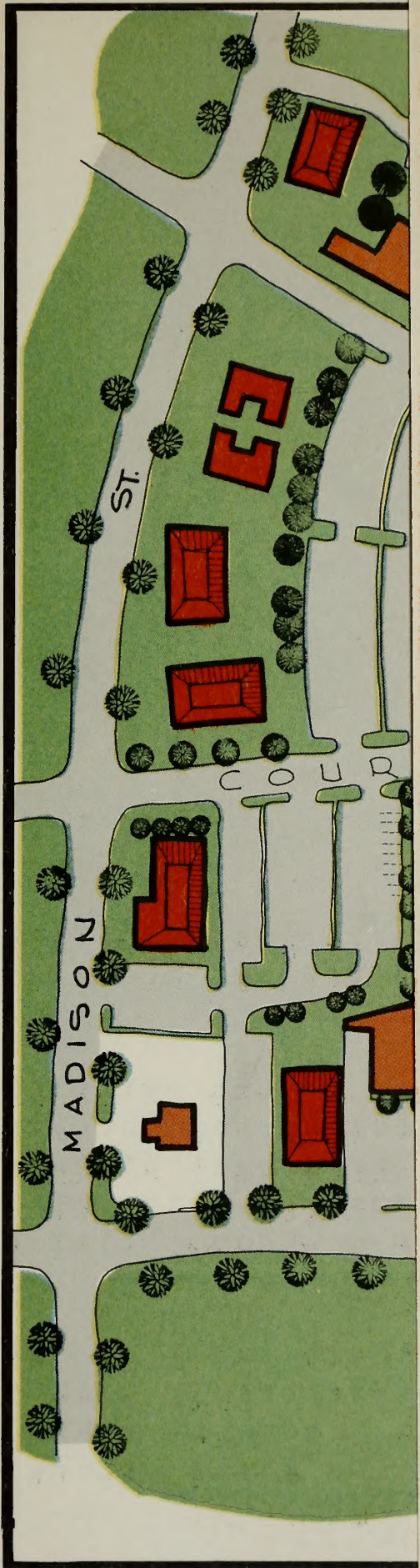


COURT HOUSE

MAIN ST. MALL

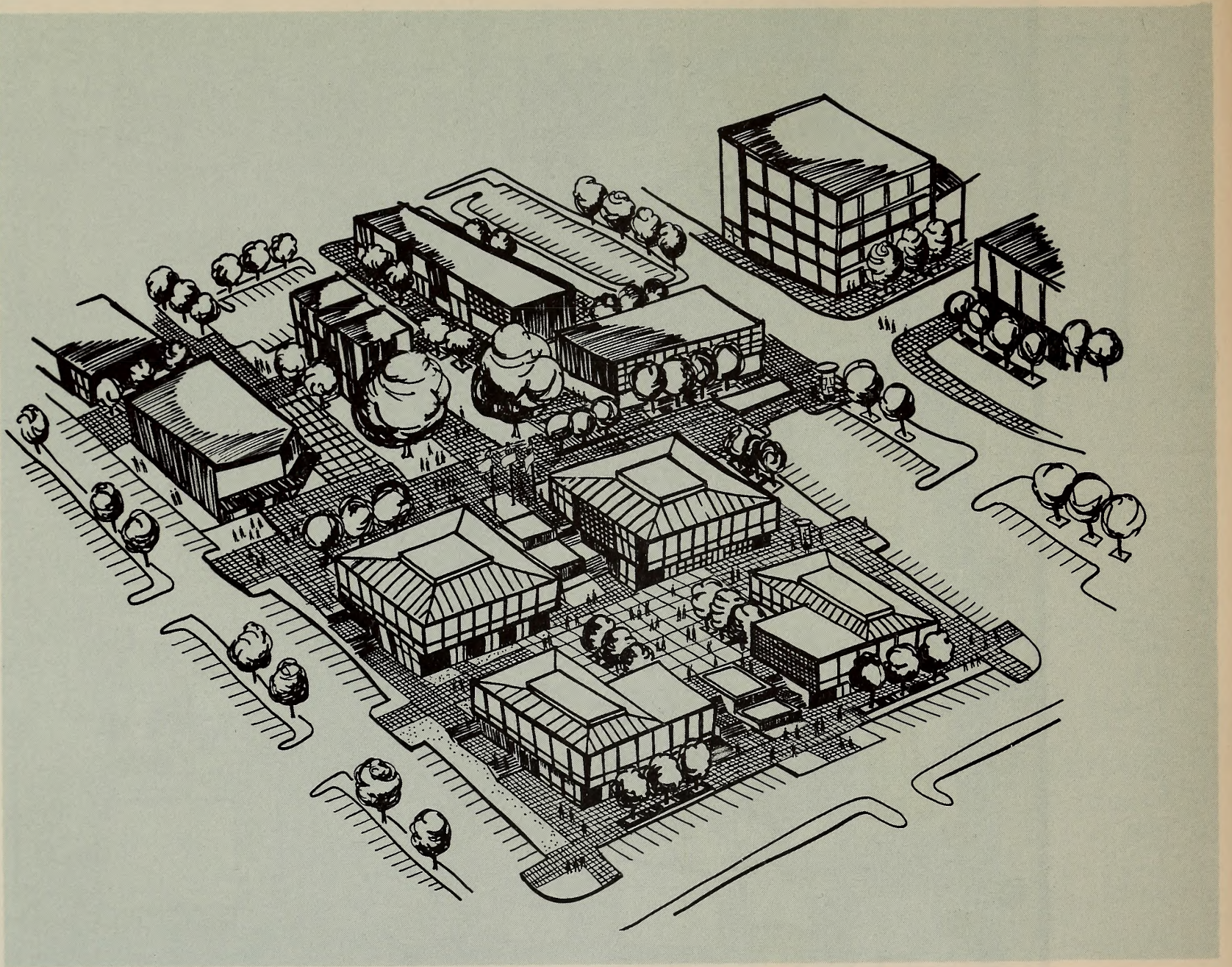
STAGE II





N BUILDING

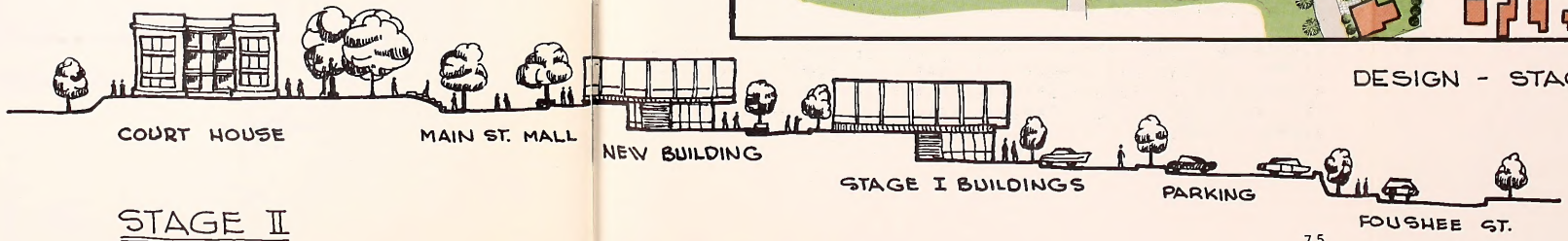
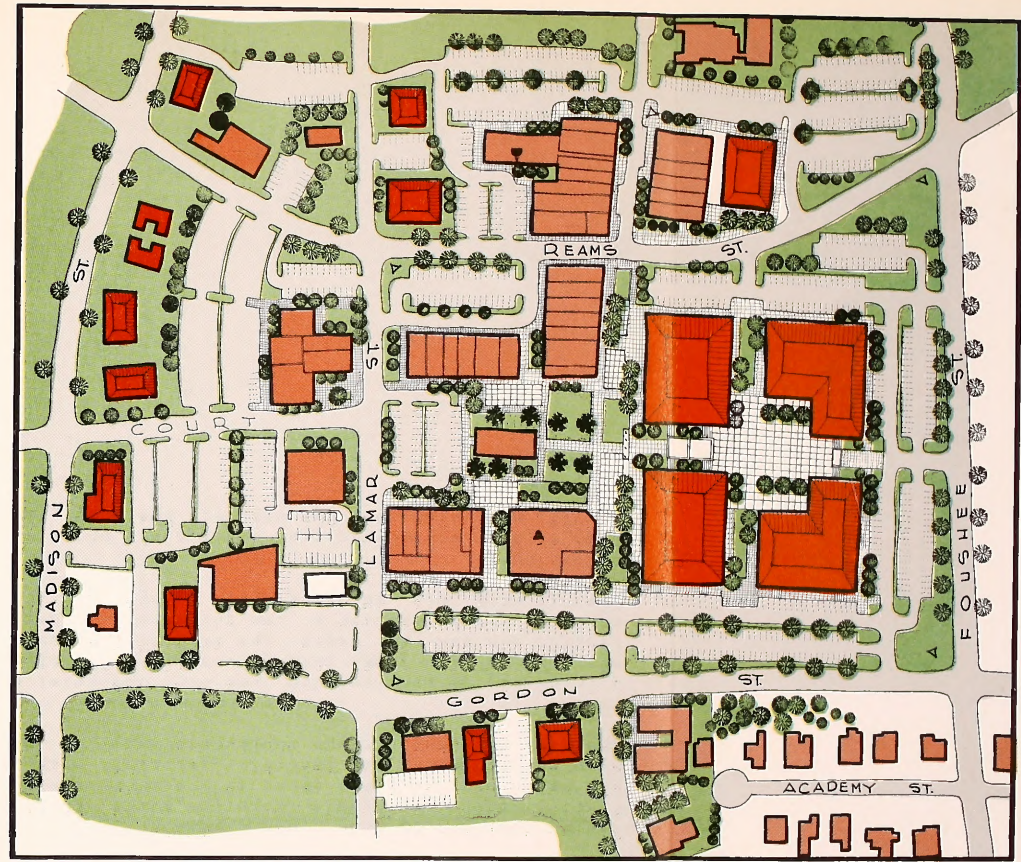
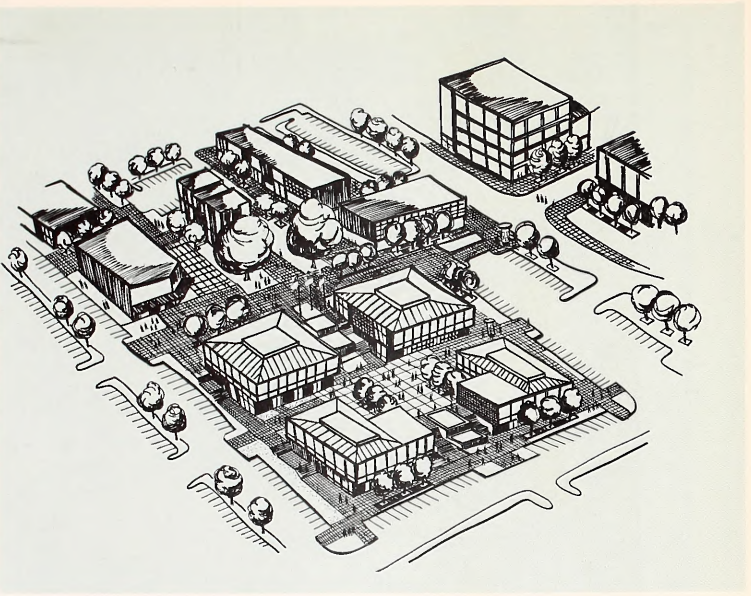
STAGE I



COURT HOUSE

MAIN ST. MALL

STAGE II



DESIGN - STAGE II

STAGE II

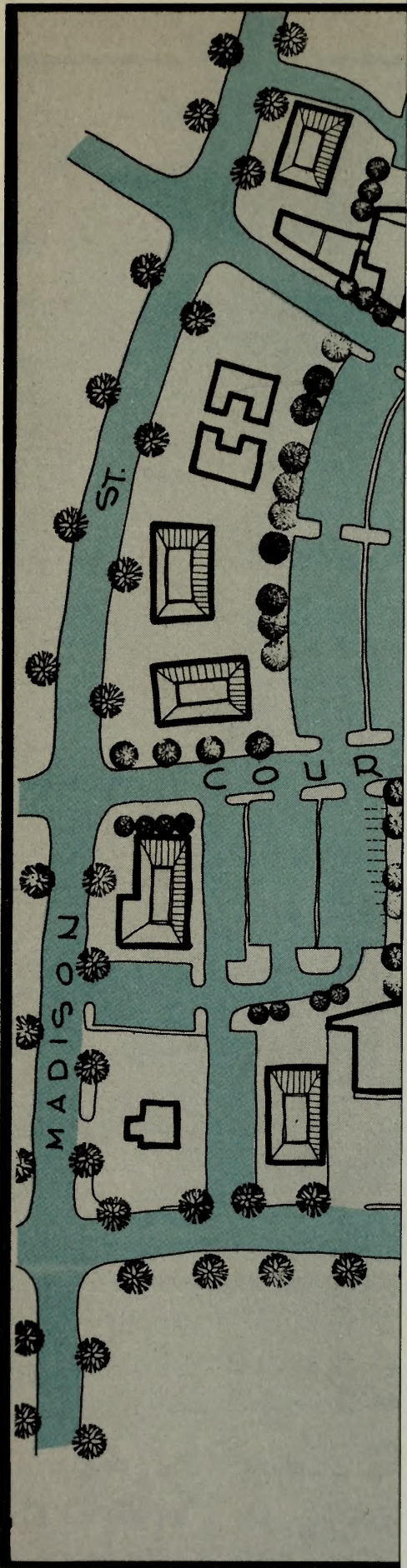
## PLAN II

Plan II will have the same ultimate goals as Plan I, but they will be approached from a different means of implementation.

Plan II will rely on using most of the existing structure and only removing a few for better access to the parking and new shop areas. The area east of Main Street will as in Plan I be used extensively for off-street parking and as the location for new commercial development.

The area southeast of the courthouse will be developed with new stores at two levels. Preferably with at least one major user of floor space in order to create a generating force to couple with the Roses store thereby giving that end of town a new prominence.

Differing from Plan I, this plan proposes to retain traffic within the commercial core on a limited basis by eliminating on-street parking on sections of Main within the core and Court Streets, allowing only drop-off and pickup traffic.



WATERLOO BOARDING

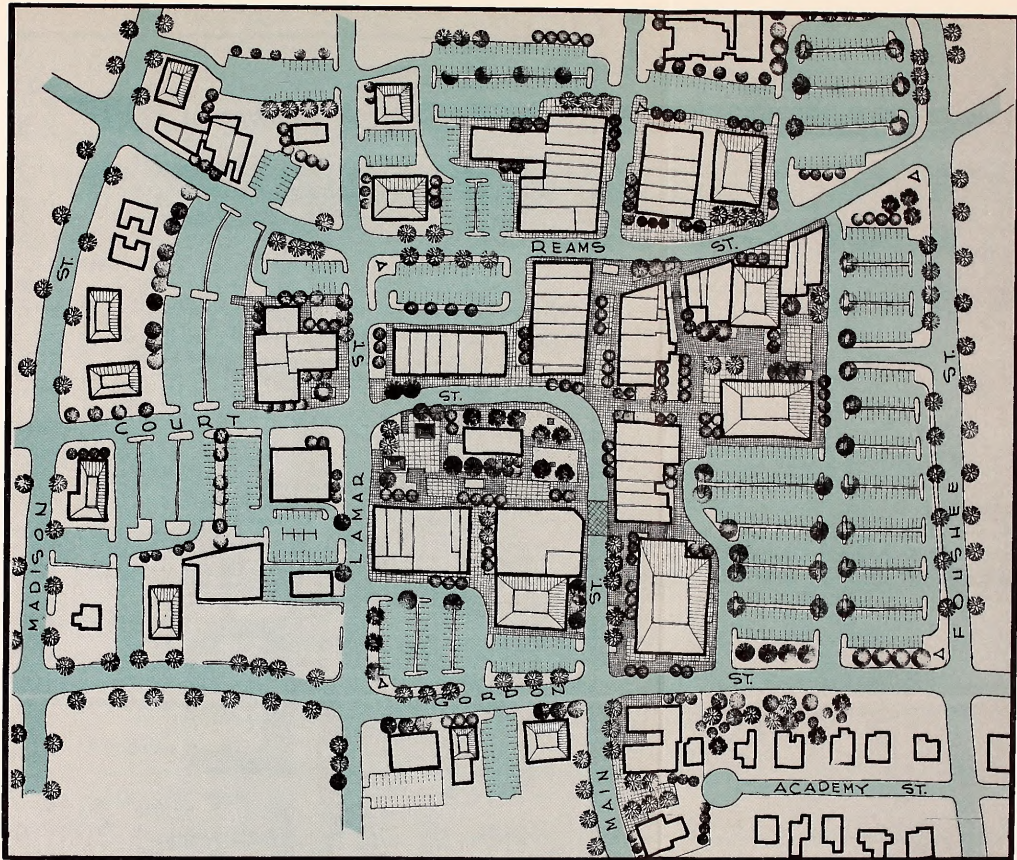
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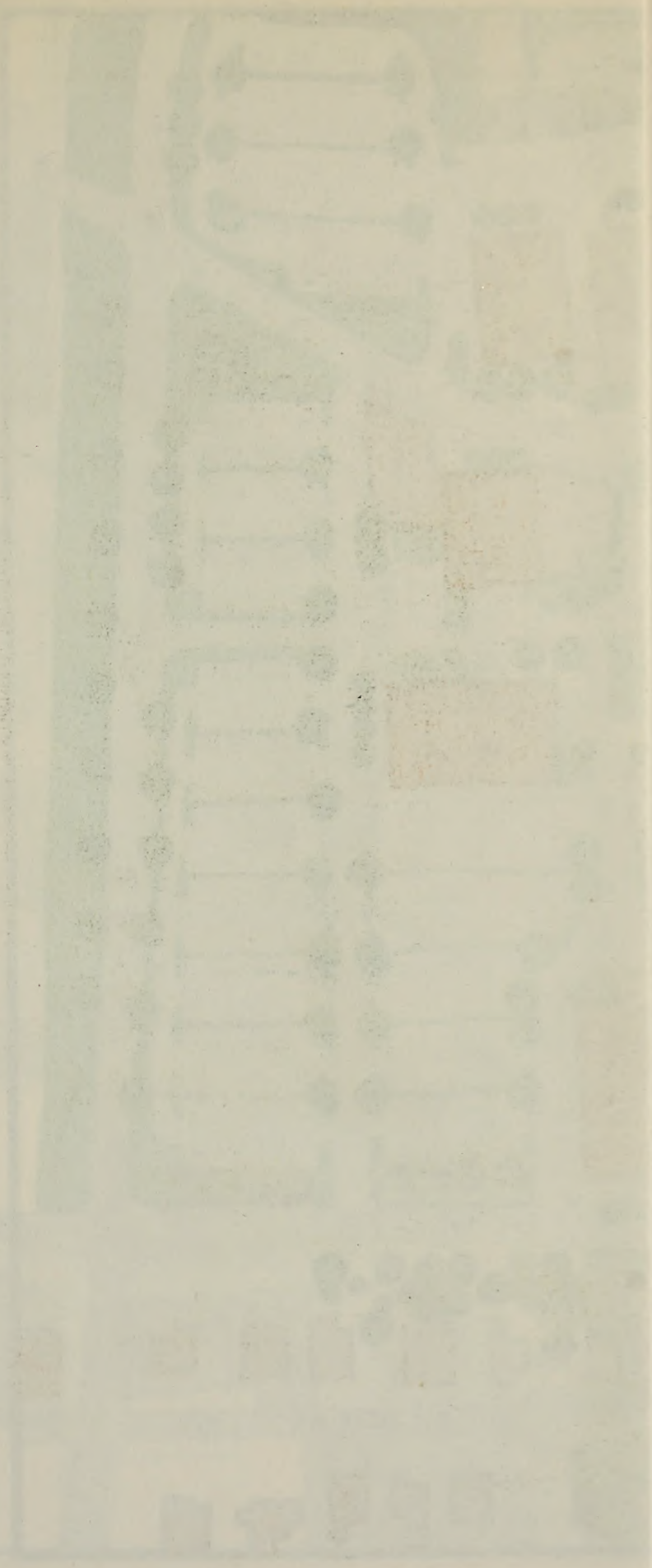
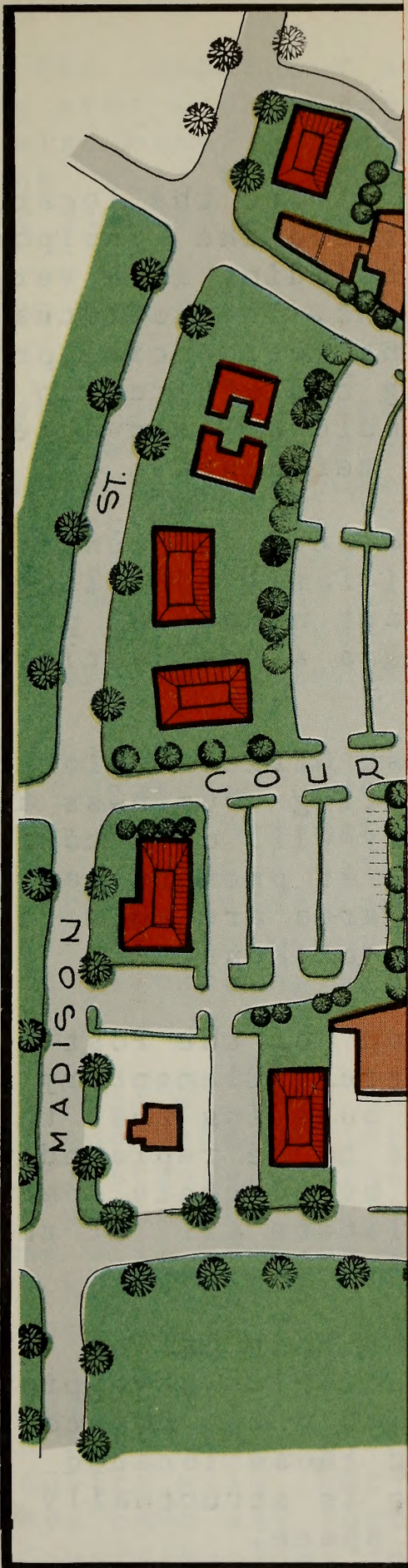


VEHICULAR CIRCULATION & PARKING

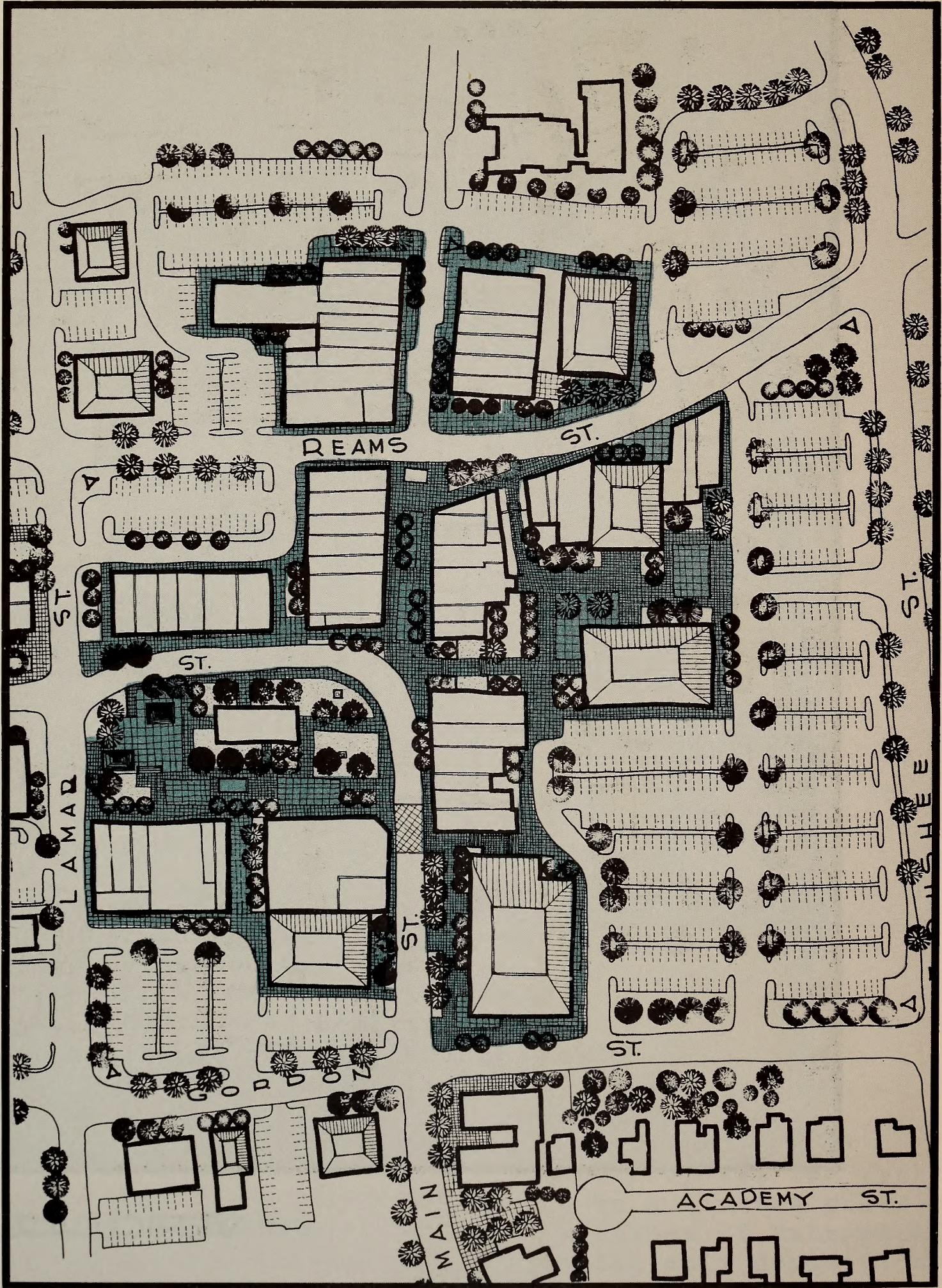


PEDESTRIAN CIRCULATION

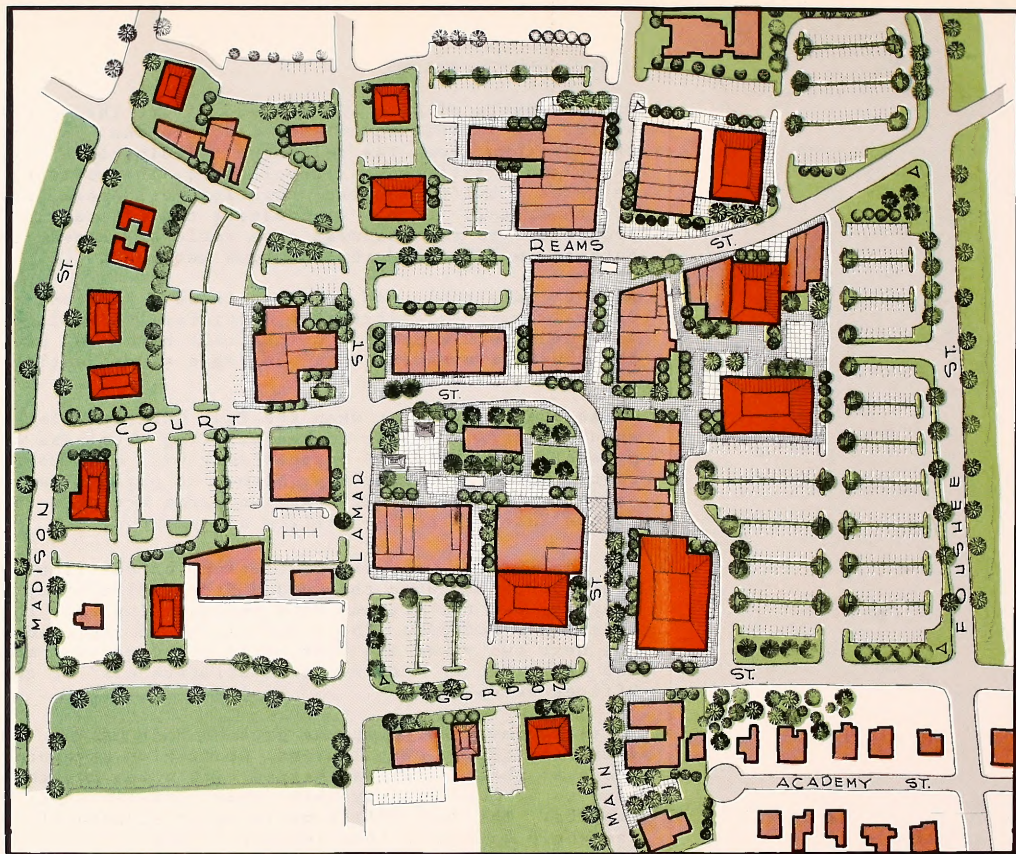




DESIGN



PEDESTRIAN CIRCULATION



DESIGN

## OTHER CONSIDERATIONS

Other aspects of both Plans I and II are the location of office and institutional uses around the periphery of the downtown area. The telephone building is a very good example of this type of development. The offices would serve as a buffer between existing residential property and the retail core. Also having the offices in close proximity to the business core would be convenient for both the workers and the downtown merchants.

Another desirable use to have located adjacent to the Central Business District is multi-family dwelling units. Apartments would provide a constant number of people in the downtown area and also serve as a residential buffer.

It is suggested that when the Post Office relocates it should remain as close to the existing business area as possible. To relocate further away will only contribute to the existing traffic problem. At present many business people within the downtown area are able to walk to the Post Office for mailing and pickups.

One possibility for the relocation of the Post Office would be to exchange the Gordon Street Elementary School property for the present site and building that the Post Office now occupies. The school is to be replaced within the next two years and there will be adequate space when the structure is removed to facilitate all of the Post Office's needs.

It is recommended that the present Post Office then be converted into a city library. Statistics have proven in the past that libraries located within the downtown area tend to be more highly used than those located in the suburbs. The Post Office building is structurally sound and would have more than adequate space.

In conjunction with the development of the library, Academy Street should be closed at its West end and terminated with a circle. This will insure that through traffic uses Gordon Street extended and that Academy Street maintains its present residential character.

The space between the Baptist Church and the Library created by the street closure should then be landscaped possibly using a pool and fountain as a focal point de-

voting the remainder of the property to a sitting or reading area with space to display sculpture. The church would also benefit from any development of this sort and it might well be that the City and the church could jointly finance and construct this project.

## BUILDING THE PLAN

The most important part of a plan for Downtown Roxboro is to actually build and create the different things which have been proposed. Planning and illustrating them in a report on paper is the first step, actually constructing some of the recommendations is the second. The entire plan can not be constructed all at one time nor can it be accomplished by any one man. Building the plan should take the interest of all citizens.

In the past downtown plans have not been accomplished because downtown property owners, merchants and city officials have not agreed as to their mutual responsibilities. In most cities, merchants have waited for the city to take action and city officials have waited for the merchants to cooperate by sharing the responsibilities for financing and constructing downtown improvements.

A great deal of time and energy have been wasted in this process and nondescript products have been the results in most instances. The reconstruction of downtowns have little precedent in law or finance so that many of the problems will only be worked out in the next ten years. No city has attempted to assess property owners in proportion to their benefit for the installation of closed pedestrian ways, planting, fountains and sculpture. And voluntary assessments very often are not satisfactory because the majority hesitates to take action because the minority will not participate. Many of these problems have been set forth in the Division's publication, Legal Considerations in Central Business District Planning and Development.

Merchants and property owners must be responsible for planning, financing and constructing improvements on private property which includes their buildings and store fronts. They must also accept partial responsibility for the improvements which directly affect their

property such as sidewalks, canopies and any planting or planners. These partial agreements are usually the basis of negotiations and differ from city to city. In many cities landscaped walk areas might be installed by the city providing the labor for construction and the merchants providing the money for materials. City officials on the other hand must accept responsibility for all improvements to public property such as the closing of streets for pedestrian malls, changing the traffic circulation system and developing and maintaining the malls or pedestrian courts.

The Board of Planning Commission and Board of Health  
acted with the cooperation of the Board of Health  
to conduct a survey of the people who live in and  
around the city. The questionnaires were distributed  
in the Spring of 1955 to families of 25000 children  
to learn their shopping habits and their opinions of  
the city's effectiveness as a shopping and service center.

Shopping Survey

The results of the consumer survey are tabulated and  
shown on the following pages. Questionnaires were  
returned for three different areas, those living  
within the city limits, those living in South  
Bergen County and those living in North Bergen County.  
A total of 100 questionnaires were returned from  
a random 15% sample was taken of the returns to  
determine the existing trends. These figures were  
then projected by percentages to the total population.

APPENDIX

# CONSUMER AND MERCHANT QUESTIONNAIRES

The Roxboro Planning Commission and Downtown Study Committee with the cooperation of the Person County Public Schools conducted a survey of the people who live in and around Roxboro. The questionnaires were distributed during the Spring of 1965 to families of school children to learn their shopping habits and their opinions of the downtown's effectiveness as a shopping and service center.

## Consumer Survey

The results of the consumer survey are tabulated and shown on the following pages. Questionnaires were separated for three different areas, those living within Roxboro's city limits, those living in South Person County and those living in North Person County. A total of 1649 questionnaires were distributed and a uniform 25% sample was taken of the returns to determine the existing trends. These figures were then projected by percentages to arrive at a 100% reply.

Question No. 1 - Where do you buy most of the following items?

Type of Purchase	Number of Replies	Percent			
			<b>FARM EQUIPMENT</b>		
GROCERIES			Roxboro	952	91.4
Roxboro	1181	97.3	Durham	33	3.2
Durham	13	1.1	Oxford	24	2.3
Oxford	-	-	South Boston	24	2.3
South Boston	10	0.8	Other	9	0.8
Other	10	0.8	<b>MEDICINE AND DRUGS</b>		
			Roxboro	1582	96.2
WEARING APPAREL			Durham	44	2.6
Roxboro	1346	81.6	Oxford	-	-
Durham	198	12.0	South Boston	9	0.6
Oxford	-	-	Other	9	0.6
South Boston	74	4.5	<b>INSURANCE</b>		
Other	31	1.9	Roxboro	1427	88.0
			Durham	156	9.6
FURNITURE ETC.			Oxford	10	0.6
Roxboro	1461	90.1	South Boston	15	0.9
Durham	94	5.8	Other	15	0.9
Oxford	5	0.3			
South Boston	19	1.2			
Other	42	2.6			

Question No. 2 - Where do you visit the following people or places most?

Type of Purchase	Number of Replies	Percent	Type of Purchase	Number of Replies	Percent
<b>HARDWARE AND APPLIANCES</b>			<b>DOCTOR</b>		
Roxboro	1483	95.2	Roxboro	1502	91.1
Durham	42	2.7	Durham	119	7.2
Oxford	5	0.3	Oxford	-	-
South Boston	14	0.9	South Boston	10	0.6
Other	14	0.9	Other	18	1.1
<b>AUTOMOBILES</b>			<b>DENTIST</b>		
Roxboro	1262	88.1	Roxboro	1411	88.4
Durham	137	9.6	Durham	104	6.5
Oxford	4	0.3	Oxford	5	0.3
South Boston	4	0.3	South Boston	19	1.2
Other	24	1.7	Other	57	3.6
<b>LUMBER AND BUILDING MATERIALS</b>			<b>HOSPITAL, CLINIC</b>		
Roxboro	1259	97.0	Roxboro	1288	78.1
Durham	29	2.2	Durham	345	20.9
Oxford	-	-	Oxford	-	-
South Boston	5	0.4	South Boston	8	0.5
Other	5	0.4	Other	8	0.5



BANK		
Roxboro	1517	97.9
Durham	19	1.2
Oxford	5	0.3
South Boston	9	0.6
Other	-	-
LAWYER		
Roxboro	1143	93.8
Durham	66	5.4
Oxford	5	0.4
South Boston	5	0.4
Other	-	-
RESTAURANT		
Roxboro	1085	73.2
Durham	360	24.3
Oxford	5	0.3
South Boston	13	0.9
Other	19	1.3

REPAIR SHOPS		
Roxboro	1497	96.1
Durham	24	1.5
Oxford	9	0.6
South Boston	9	0.6
Other	19	1.2

Question No. 3 - Do you live in Roxboro?

	Number of Replies	Percent
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Yes	737	44.7
No	912	55.3

Question No. 4 - How often do you come to downtown Roxboro?

Frequency of Visits	Number of Replies	Percent of Total
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Daily	275	16.7
2 - 3 times weekly	592	36.0
Once a week	702	42.7
Once a month	75	4.6
First time	-	-

Question No. 5 - How many years have you shopped in downtown Roxboro?

Type of Purchase	Number of Replies	Percent
ENTERTAINMENT		
Roxboro	1084	76.3
Durham	294	20.7
Oxford	-	-
South Boston	15	1.0
Other	28	2.0

The majority or 55.3 percent of the persons filling out the questionnaires lived outside Roxboro. Some of the communities in which respondents lived are as follows: Mt. Tirzah, Rougemont, Longhurst, Olive Hill, Cavel, Chub Lake, Timberlake, Somerset, Allenville, Brooksdale, Bushy Fork, Five Forks, Hurdle Mills, Providence, Leesburg Woodsdale, Bethel Hill, Elizah Grove, Newell Heights, Ceppo, High Plains, Mill Creek, High View, Oak Hill, Semora, Hollaway, Helena, Flat River, Surl, Moriah, Berry's Grove and Paynes Tavern. These respondents were all from between 2 to 15 miles of Roxboro.

Number of Years	Number of Replies	Percent of Total
10 years or more	967	82.6
5 - 10 years	128	10.9
1 - 4 years	48	4.1
1 or less years	28	2.4

Question No. 9 - Can you usually find the merchandise you need or are looking for?

	Number of Replies	Percent of Total
Yes	1126	72.3
No	432	27.7

Question No. 6 - Where do you park when you come to downtown Roxboro?

	Number of Replies	Percent of Total
Meter Parking on Street	1090	52.5
Meter Parking on Lots	491	29.8
Private Parking	76	4.6
Other	216	13.1

Question No. 10 - How would you rate the downtown stores with regard to?

	Number of Replies	Percent
WINDOW DISPLAYS		
Excellent	132	8.0
Good	890	54.0
Fair	508	30.8
Poor	71	4.3
No Opinion	48	2.9

Question No. 7 - Do you work in the downtown area?

	Number of Replies	Percent of Total
Yes	303	18.5
No	1336	81.5

	Number of Replies	Percent
STORE FRONTS		
Excellent	86	5.2
Good	678	41.1
Fair	635	38.5
Poor	142	8.6
No Opinion	108	6.6

Question No. 8 - What percent of your total shopping spending including groceries is done in Roxboro?

	Number of Replies	Percent of Total
Less than 25%	162	10.0
Between 25 and 60%	659	40.8
Over 60%	795	49.2

	Number of Replies	Percent
CLEAN WELL-LIGHTED INTERIORS		
Excellent	135	8.2
Good	904	54.8
Fair	473	28.7
Poor	48	2.9
No Opinion	89	5.4

	Number of Replies	Percent
RESTROOM FACILITY		
Excellent	32	2.0
Good	152	9.4
Fair	379	23.4
Poor	958	59.1
No Opinion	100	6.1

Question No. 11 - How would you rate the downtown stores from the standpoint of:

	<u>Number of Replies</u>	<u>Percent</u>
QUALITY OF MERCHANDISE		
Excellent	145	8.8
Good	942	57.1
Fair	498	30.2
Poor	23	1.4
No Opinion	41	2.5
SELECTION AND VARIETY		
Excellent	105	6.4
Good	724	44.2
Fair	592	36.1
Poor	148	9.0
No Opinion	70	4.3

Question No. 12 - How do you rate the sales personnel?

	<u>Number of Replies</u>	<u>Percent</u>
COURTEOUS AND HELPFUL		
Excellent	206	12.5
Good	929	56.3
Fair	397	24.1
Poor	84	5.1
No Opinion	33	2.0
PERSONAL APPEARANCE		
Excellent	204	12.4
Good	1043	63.2
Fair	318	19.3
Poor	18	1.1
No Opinion	66	4.0
KNOWLEDGE OF PRODUCTS		
Excellent	105	6.4
Good	758	46.4
Fair	592	36.2
Poor	105	6.4
No Opinion	74	4.6

Question No. 13 - Would you be in favor of a one-way street system downtown?

	<u>Number of Replies</u>	<u>Percent</u>
Yes	725	44.6
No	901	55.4

Question No. 14 - If adequate off-street parking is provided, would you favor taking traffic off of Main Street?

	<u>Number of Replies</u>	<u>Percent</u>
Yes	1290	78.2
No	359	21.8

Question No. 15 - Would you favor public restrooms and a community meeting place?

	<u>Number of Replies</u>	<u>Percent</u>
Yes	1327	80.5
No	322	19.5

Question No. 16 - Of the improvements listed below, which do you think should be incorporated in the Roxboro Central Business District?

	<u>Number of Replies</u>	<u>Percent</u>
More parking	373	22.6
Improved store fronts	198	12.0
Covered sidewalks	157	9.5
Trees and shrubs planted	134	8.1
Public restrooms provided	422	25.6
Remove Main on-street parking	365	22.2

## Merchant Survey

Since the revitalization of the downtown is not wholly dependent on the customers or any one particular group, it is valuable to know how the local merchants' opinions contrast with those of the consumers. It is important to know those things which the merchants feel are detrimental to the downtown and what actions they feel it desirable to take to improve them. A total of 72 merchants filled out the questionnaires.

Question No. 1 - Do you own or lease your present business area?

	<u>Number of Replies</u>	<u>Percent</u>
Own	12	16.9
Lease	59	83.1

Question No. 2 - What type of business are you in? Omit

Question No. 3 - Estimate the approximate percentage of your total dollar receipts in 1964 received from customers living in:

Roxboro	28.6%
Roxboro Township	31.0%
Remainder of Person County	32.0%
Outside Person County	8.4%

Question No. 4 - How many employees do you have at present

Total 513

Question No. 5 - How many employees drive their own car to work regularly?

Total 347

Question No. 6 - How many off-street parking spaces do you provide for?

Employees	138
Customers	135
Total	<u>273</u>

Question No. 7 - Do you feel parking is adequate in the Central Business District for present needs?

	Number of Replies	Percent of Total
Yes	21	31.3
No	46	68.7

Question No. 8 - How can the parking situation be improved?

	Number of Replies
More parking lots	10
Each store provide spaces for customers and employees	1
Make rentable (wk. or mo.) parking spaces available	1
Enter city parking lots	1
Remove meters	1
Make more on-street spaces available	1
More 30 minute spaces available	1
Make more street parking short time only	1

Would you favor removing parking off Main Street?

	Number of Replies	Percent of Total
Yes	19	28.4
No	48	71.6

Question No. 9 - Would you favor a one-way system in the Central Business District?

	Number of Replies	Percent of Total
Yes	25	37.9
No	41	62.1

Question No. 10 - How much space do you presently occupy?

155,800 sq. ft.

Didn't Answer 13  
Didn't Know 4

Question No. 11 - Does your business plan to expand within five years?

	Number of Replies	Percent of Total
Yes	28	41.8
No	39	58.2

How much additional floor space will you build? 23,719 sq.ft.

How many additional employees will you employ? 33

Eleven merchants didn't know the answers to the above questions and 23 did not answer the questions.

Question No. 12 - Would you be willing to contribute financially to provide off-street parking space?

	Number of Replies	Percent of Total
Yes	26	43.3
No	34	56.7

Question No. 13 - Would you favor the construction of a community meeting place?

	Number of Replies	Percent of Total
Yes	30	46.2
No	35	53.8

Question No. 14 - Has the construction of Woody Village Shopping Center had an adverse effect on business?

	Number of Replies	Percent of Total
Yes	7	10.6
No	59	89.4

Question No. 15 - If establishing your business, would you locate on present site?

	Number of Replies	Percent of Total
Yes	43	67.2
No	21	32.8

Question No. 16 - When you do expand, where will it be?

	Number of Replies	Percent of Total
On your present site	19	40.4
Downtown	13	27.7
Woody Village	-	-
Other	15	31.9

Question No. 17 - Major problems facing the Roxboro Downtown:

	Number of Replies	Percent of Total
Lack of variable merchandise	18	7.0
Inadequate customer facilities	22	8.5
Out-dated store appearance	37	14.3
Inadequate parking	32	12.4
Inadequate street lighting	12	4.7
Absentee Ownership	10	3.9
Disinterested City Government	9	3.5
Inconvenient store hours	9	3.5
Poor condition of buildings in Downtown	45	17.4
Congestion Downtown	23	8.9
No loading spaces for trucks	40	15.5
Inconvenient location of Roxboro's downtown	1	.4

Question No. 18 - If remodeling, would you improve your store in accord with Downtown Committee and Plan?

	Number of Replies	Percent of Total
Yes	14	66.7
No	7	33.3

Question No. 19 - Would you favor containerized garbage collection in the downtown area?

	Number of Replies	Percent of Total
Yes	25	56.8
No	19	43.2

Question No. 20 - Would you participate financially in such a garbage system?

	Number of Replies	Percent of Total
Yes	11	31.4
No	24	68.6

Question No. 21 - If a unified canopy plan was proposed, would you participate?

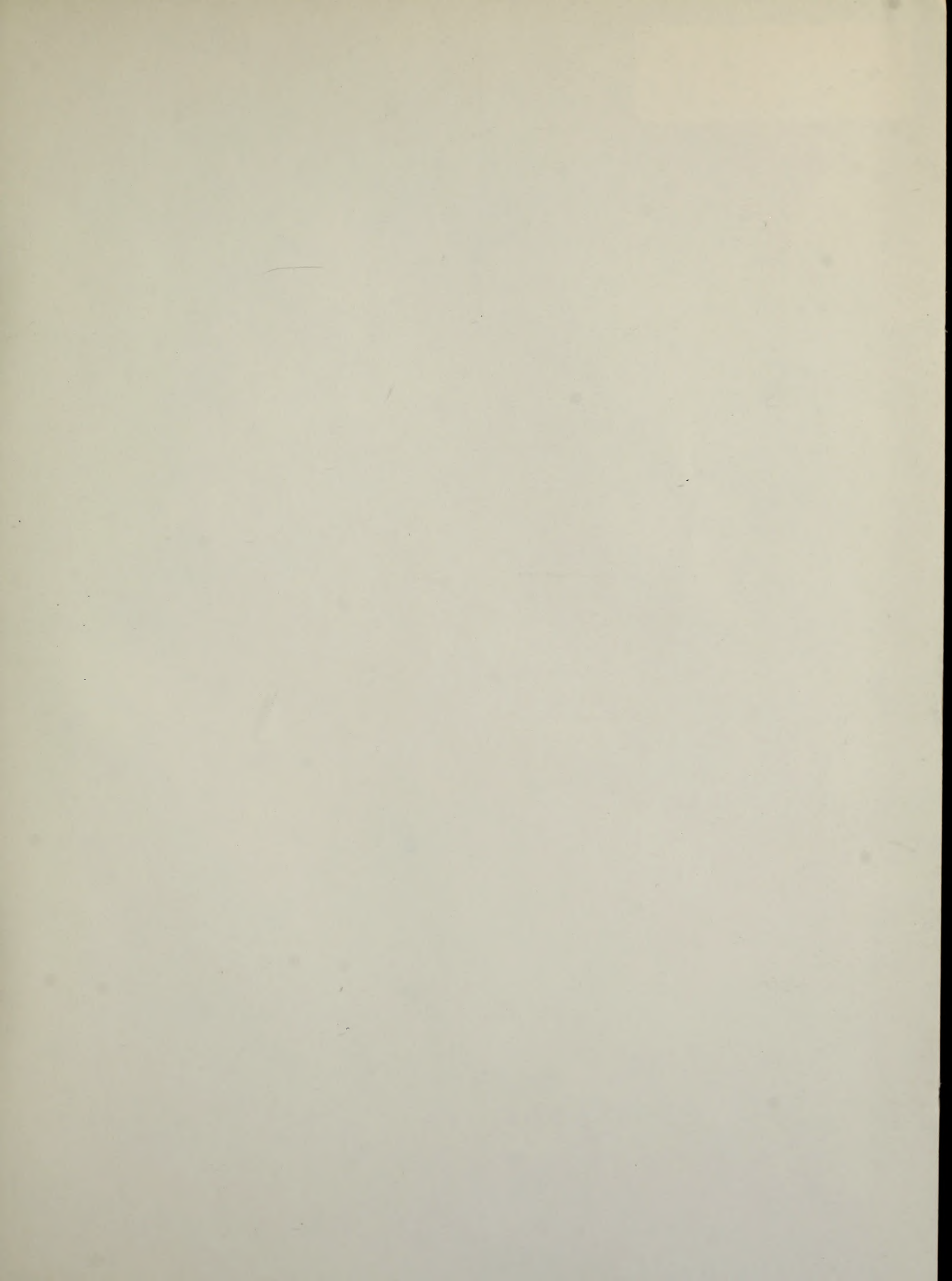
	Number of Replies	Percent of Total
Yes	28	65.1
No	15	34.9

Question No. 22 - Would you participate in buying plants, trees, and containers if the City installs and maintains them?

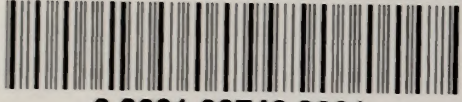
	Number of Replies	Percent of Total
Yes	27	52.9
No	24	47.1

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